brandQ Web to Publish Solutions

Simple. Efficient. Flexible.
brandQ is a modern SaaS solution for marketing and Web to Publish portals.

Our development approach
- With brandQ, CloudLab relies on an open and flexible software architecture
- The modular architecture renders it possible to build a tailor-made corporate solution, regardless of the number of projects: eProcurement systems, large online shops, marketing and brand portals, web to publish systems with extensive personalization functions and much more
- Even the largest and most complex projects can be handled with the open and standardized software
- With basic programming skills, the system development can be extended through the integration of additional features or the customization of workflows and layouts
- CloudLab offers non-stop project development: engineering, layout implementation, implementation of desired features, changes in workflow as well as project management and other configurations

First installation: 2019

Provider

CloudLab Sales & Management GmbH
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web-to-printq.com/

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Picture gallery

Reference customers

Brands speak for themselves. And, in this case, for us: AVERY, Canon, CEWE, Cimpress, Flyeralarm, Saxoprint, MyEasySweets, Duncan Print Group, Longo, offset 5020, Ortmaier...

Application

✓ Business-to-Business   ✓ Business-to-Consumer   ✕ Consumer-to-Consumer

Operator

✓ Media service providers   ✓ Companies   ✓ Publishers

Products

- ✓ Advertising material, office equipment
- ✓ Large formats
- ✓ Newspapers, magazines
- ✓ Books, teaching aids
- ✓ Catalogues, price lists
- ✓ Technical documentation
- ✓ Mercandises, promotional items
- ✓ Packaging

Media channels (internal / external)

✓ ✓ Print	✗ ✗ Apps	✗ ✗ Messenger
✓ ✗ Website, webshop	✗ ✗ E-books	✗ ✗ Office applications
✓ ✓ Online, Mobile	✗ ✗ Video/Audio	✗ ✗ Search engines
✗ ✗ Out-of-Home	✓ ✗ E-mail	✗ ✗ Online marketplaces
✓ ✓ E-paper	✓ ✗ Social media	

Features

- ✓ Closed shop
- ✓ Open shop
- ✕ E-shop in-house development
- ✓ E-shop standard system
- ✓ Printed file upload
- ✓ Print on demand
- ✓ Individualisation
- ✓ Personalisation
- ✕ Creation of publications

- ✓ Database publishing
- ✓ Online data check
- ✕ Correction workflow
- ✓ Technical workflow
- ✓ Commercial workflow
- ✕ Media asset management
- ✓ Product information management
- ✓ Web content management
- ✓ Text database

- ✓ Editorial system
- ✓ Translation management
- ✓ Marketing management
- ✕ Media planning, media booking
- ✓ Customer relationship management
- ✓ Cross-media management
- ✕ Content marketing management
- ✕ Communication

Modules

Web to Publish solution

brandQ processes all orders of your subsidiaries and customers in a closed shop and displays them clearly in the order book. Thanks to numerous filtering and listing options you will always maintain an overview.
Standalone applicable

Web to print production workflow

Print-ready data, job folders and dispatch notes are created and integrated in your or your supplier's production workflow after every order. This way, processes can be reasonably automated and production costs can be optimized.

Multi-stage approval workflow

Incoming orders can be preceded by a previously defined, binding release. This release can be issued by the responsible decision-makers. Once released, the print data can go straight to production - through a direct connection to the printer for example.
Standalone applicable

Dynamic, tiered & fixed calculations

With our dynamic price calculation we make it easy for you to determine pre-press, printing and post-press prices. The formulas of our calculations are based on industry standards and constants such as make-ready and run-on prices.

brandQ editor

With brandQ, your users are able to edit their print files with a modern HTML5-editor. For precise design (pixel accurate positioning, etc.), labeling and approval of your print data you have access to functional cross platform tools.
Standalone applicable

Supplier Manager

brandQ enables your suppliers to download the print data in the backend. They can also review the orders assigned to them there and provide them with statuses. The system offers a wide range of configuration options.

3D Packaging Design

Allow your customers to design their packaging themselves! Within milliseconds, brandQ creates the 3D model for the preview, the die cut and the canvas in the designer, HTML5-based and optimized for mobile devices, for a straightforward design experience.
Standalone applicable

3D & live preview

brandQ makes print products "tangible". Before placing their order, our customers check the final product using a high-definition screened preview, which they can freely rotate and zoom. That's WYSIWYG at its best.

Responsive Design

Naturally, brandQ is mobile-ready, and thanks to its responsiveness fit for the growing "mobile eCommerce". It always

adapts to the screen sizes of smartphones, tablets or screens.

Installation & basic configuration

A brandQ enterprise licence provides access to your individual corporate solution including brandQ software, installed on our secure cloud server in Germany or optionally on your own servers.

System basis

Frontend devices	Desktop, tablet or smartphone - brandQ is device-independent.
Frontend operating systems	All common systems. All brandQ needs is a web browser.
Frontend web browsers	All common web browsers
Frontend technology	HTML5, PHP, AJAX, JavaScript, jQuery
Server operation systems	Linux
Server technology	PHP
Webserver	Apache
PDF engine	PDFlib
Database system	mySQL, MariaDB
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Print production interface, JDF- and MXML interface
Order systems	Printplus, SAP and many more
Databases	All common databases can be connected via SOAP and REST-API. brandQ has also its own API.
Other	Magento offers interfaces to all (!!) payment systems, most logistics companies as well as many ERP and CRM systems.

Licence models

Costs for system setup	The setting up costs are already included in the respective licence fees.
Buying license	✓ Our modern software solution brandQ is available as a purchase version. The modular architecture of both versions renders it possible to build a tailor-made solution.
Rental license	✓ brandQ is also available as SaaS version. The model consists of a one-off license fee (depending on the scope of services) and a monthly license fee for hosting and support.

Own services in the market overview

CloudLab Web to Print Services (CloudLab Sales & Management GmbH)

CloudLab Sales & Management GmbH

CloudLab offers non-stop project development: Engineering, layout implementation, implementation of desired features, changes in workflow, as well as project management. Most of our national and international customers have their origin in the graphic industry.

Provider information

Founding year	2013
Total number of employees	60
Number of employees in Germany, Austria and Switzerland	Approx. 25 in Germany
Locations	Dortmund, Germany
	Berlin, Germany
	Vaduz, Liechtenstein
	Guilford, Connecticut, USA
	Rumania
Industry specialisation	printQ is one of the most flexible standard software currently available for the online print industry. Both our software and our project development can be adjusted to match any requirement, any budget and any company size.
Certificates	

Systems and services

brandQ Web to Publish Solutions
printQ Web to Print Solutions
CloudLab Web to Print Services