

LAGO

LAGO is a collateral management and editing environment for creating complex, versioned catalogs, circulars, and flyers for print or digital output.

Provider

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Reference customers

Blume2000, LIDL, METRO, TEDI, Printus, RAJA, CeramTec, WAGO, real, Klingel, Galeria Kaufhof, PureRed, Home Depot ...

Application

✓ Business-to-Business × Business-to-Consumer × Consumer-to-Consumer

Operator

✓ Media service providers ✓ Companies ✓ Publishers

Integrations

× Standard API × Converter
× Connector, Plug-in × Data Hub

Products

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

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

Additional informations on media channels

Comosoft LAGO is the ideal platform for creating complex print and digital sales channel collateral.

LAGO uses managed product data, digital assets, and flexible design templates to create targeted, effective results—efficiently and under tight deadlines.

Features

- | | | |
|-------------------------------|--|--|
| ✓ Closed shop | ✓ Database publishing, programmatic printing | ✗ Editorial system |
| ✓ Open shop | ✓ Online data check | ✓ Translation management |
| ✗ E-shop in-house development | ✓ Correction workflow | ✓ Marketing automation, marketing management |
| ✓ E-shop standard system | ✓ Technical workflow | ✗ Media planning, media booking |
| ✓ Printed file upload | ✓ Commercial workflow | ✗ Customer relationship management |
| ✗ Print on demand | ✓ Media/Digital Asset Management, MAM, DAM | ✓ Cross-media management |
| ✓ Individualisation | ✓ Product information management, PIM | ✗ Content marketing management, newsroom |
| ✓ Personalisation | ✗ Web content management | ✗ Communication |
| ✓ Creation of publications | ✓ Text database | |

Modules

PIM (Product Information Management)

With PIM solution LAGO you centralize your product information including all article and price data as well as images, texts, videos and other data in a software system.

Standalone applicable

Media Planning

Central creation and maintenance of print or web content.

Standalone applicable

Lightbox

Central media asset database

Standalone applicable

Admin

Central configuration of LAGO

System basis

Frontend devices	MAC / PC desktop calculators, tablet PCs, tablets
Frontend operating systems	Windows as well as MAC, because browser-based working (web interface). Layout work in InDesign via integrated plug-in, on MAC and PC.
Frontend web browsers	All popular browsers.
Frontend technology	Flash
Server operation systems	Debian Linux
Server technology	Java
Webserver	Apache Tomcat
PDF engine	InDesign (ab CS5.5 +) - no InDesign Server needed.
Database system	Postgres 9+
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	prepress
Order systems	Standardized interface via CSV / Excel
Databases	

Other

Licence models

Costs for system setup

Buying license



Rental license



Comosoft GmbH

Comosoft is an international provider of enterprise software solutions for retailers, manufacturers, and agencies, producing multi-versioned, print/digital catalogs, circulars, and flyers.

Provider information

Founding year	1994
Total number of employees	70
Number of employees in Germany, Austria and Switzerland	55
Locations	Hamburg, Dallas Texas (Comosoft Inc.)
Industry specialisation	Consumer Goods & Retail, mail order business & E-Commerce, Industry
Certificates	

Systems and services

LAGO