

ci-book™ | constant corporate design

ci-book™ is a complete solution for the production of advertising media for print and online and offers the entry into a company-specific brand management system or the expansion of existing systems.

Communication measures can be implemented according to corporate design specifications and communication media can be adapted to current situations, regional conditions and individual requirements.

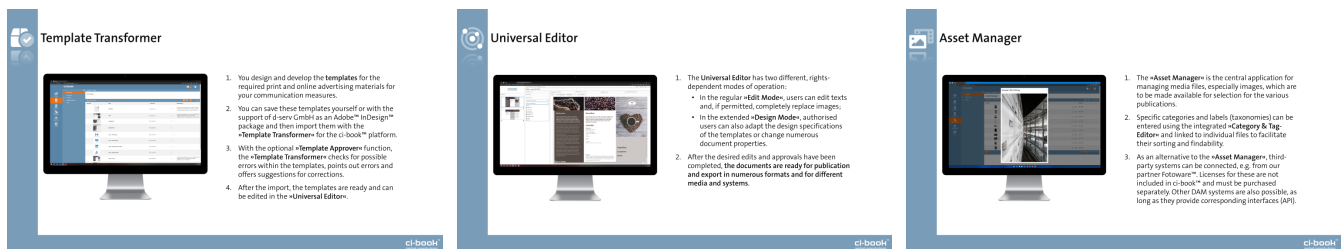
Internal employees, sales partners, franchisees, branches and specialist dealers have access to a web-based application at any time and from anywhere in the world.

The range of functions and applications, the user interface, which was completely redesigned in 2021, and the presentation of complex processes are comprehensible and supported by a wide range of support services.

With more than 10,000 users and application capabilities for over 30 languages including corresponding fonts, ci-book™ is one of the most widely used web-to-publish solutions on the market.

First installation: 2005

Picture gallery



Reference customers

ver.di - Vereinte Dienstleistungsgewerkschaft, massa haus GmbH, KSB SE & Co. KGaA, Leitz GmbH & Co. KG, Schmitz Cargobull AG, McDonald's Kinderhilfe Stiftung, Emvia Living GmbH, bwcon GmbH (Baden-Württemberg: Connected e.V.), Der Paritätische Gesamtverband (Bund | Nordrhein-Westfalen | Niedersachsen), Gabler Werbeagentur GmbH, Comprix GbR (Healthcare), Stadt seniorenrat Tübingen, Technologieförderung Reutlingen-Tübingen GmbH [...]

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

✓ 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

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

System basis

Frontend devices	Desktop, Laptop, Tablet, Smartphone
Frontend operating systems	Microsoft Windows, Apple Mac OS X, Android, iOS
Frontend web browsers	All current web browser versions.
Frontend technology	HTML 5, CSS, JavaScript
Server operation systems	Microsoft Windows and Linux, Virtualisation on Amazon AWS and Microsoft Azure, Docker containers.
Server technology	Adobe InDesign CC Server - Backward compatible up to Adobe InDesign Server 6.
Webserver	Microsoft Internet Information Server and Apache.
PDF engine	ci-book™ Renderengine plus Adobe InDesign CC Server - Backwards compatible up to Adobe InDesign Server 6.
Database system	Microsoft SQL Server and MySQL Enterprise Server - Potential additional database systems can be integrated via ODBC interface.
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Interfaces are generally possible and can be implemented on a project-specific basis.
Order systems	Interfaces are generally possible and can be implemented on a project-specific basis.
Databases	Interfaces are generally possible and can be implemented on a project-specific basis.
Other	Interfaces are generally possible and can be implemented on a project-specific basis.

Licence models

Costs for system setup	No set-up costs for provision as a rental licence. For purchase licence only according to offer. Fee-based service packages and training are offered for importing templates. Further adaptations only according to offer.
Buying license	✓ Only according to offer. Depending on the number of users, the desired applications and functions. Depending on internal requirements, ci-book™ can be set up on an existing

Rental license	infrastructure or integrated as a module. ✓ From 15.00 EUR* * Net * Per month and user * Valid only for annual billing (12x) * Minimum term 1 year * Extension of term with discounts, annual billing according to offer.
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Own services in the market overview

d-serv | consistent software solutions (d-serv GmbH)

d-serv GmbH

The d-serv GmbH is an IT service company based in Tübingen and emerged in 2005 from the OHG already founded in 1999. Thanks to many years of experience in software engineering and IT consulting, the d-serv GmbH and its employees established themselves as specialists for web-based software solutions in sales and marketing. In addition to offering IT services, d-serv GmbH has been developing and selling the web-to-publish solution ci-book™ since 2005.

Provider information

Founding year	1999
Total number of employees	15
Number of employees in Germany, Austria and Switzerland	15
Locations	Tübingen, Region Stuttgart, Germany
Industry specialisation	We offer cross-industry solutions including the following: - ci-book™ Web-To-Publish for marketing, sales, support and HR. - BauKI for AI-supported evaluation and categorisation of construction plans for planning offices, building authorities etc.
Certificates	In 2006, the d-serv GmbH came second in the German Entrepreneur Award. In 2016, ci-book™ was again awarded the title »Best of 2016« in the »Online Marketing« category of the IT Innovation Award of the »Initiative Mittelstand«

Systems and services

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d-serv | consistent software solutions