

# Prinect Web-to-Print Connector

The Prinect Web-to-Print Connector is an interface with documented specification to receive order and product parameters as well as PDF documents in Heidelberg Prinect production workflow from W2P systems.

- The user programs the interface following the specification and his application purposes.
- The Web-to-Print Connector then automatically generates corresponding production orders within the Prinect workflow system.
- Orders can be created alternatively by importing .csv files.
- Further automation can be achieved by combination with Prinect workflow functionality "Prinect Ganging" and "Smart Automation".

## Provider

Heidelberger Druckmaschinen AG  
Kurfürsten-Anlage 52-60  
DE-69115 Heidelberg  
+49-6222-82-4524  
information@heidelberg.com  
www.heidelberg.com

Updated on: 2024-02-01

## Reference customers

on request

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



## Features

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

## Modules

Standalone applicable

## Interfaces

Pre-press and printing

Web-to-Print Connector connects web shops with Heidelberg Prinect production system

Order systems

Databases

Other

## Licence models

Costs for system setup

Pricing on request at your Heidelberg Sales Unit.

Buying license

Rental license

# Heidelberger Druckmaschinen AG

## Systems and services

Prinect Web-to-Print Connector