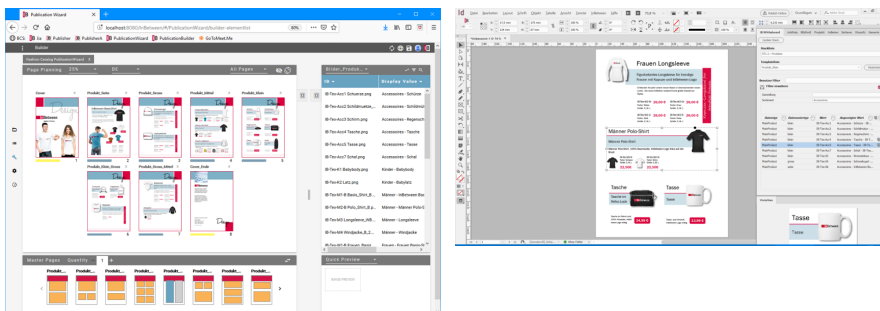


InBetween

As a global leader in digital publishing solutions, InBetween Deutschland GmbH has been at the forefront of product and brand professionalisation for more than 20 years. With our comprehensive software, you can automatically create catalogs, sales folders, price lists, datasheets and much more, based on your latest product data. This saves you significant and measurable time and costs and increases the quality of your output documents by reducing manual errors. The possibilities are endless: fully or partially automated publications, personalised for different customer segments, in a variety of output formats and language variants for both digital and print channels - all in a layout that suits your company. InBetween makes teamwork easy and efficient: you can create your publications together in a web-based interface, whether you work in one place or around the world.

First installation: 2004

Picture gallery



Reference customers

Viessmann, Sto, BSH, Weidmüller, Wiha, Zehnder, SLV, Kärcher, Stihl, Bosch Rexroth, Festool, Knipex, Hainbuch, Vaillant, Schrack Technik, BELIMO, Trotec, Vitakraft, Genebre, Lightpower, Knuth, XAL, Compo, Alukon, Bette, Fein, Erbe, Bain Depot, Swiss Krono, Lasselsberger, Wein Wolf, Meurer, Ingun, Somfy, Keuco, Arkema, Eurogast, Navistar, Debrunner Acifer, W&Co, Granite City, pewag, Gebr.Brasseler, Rawlplug, Roca Group, Wera, SPAR Gruppe, MTH, Portwest, Josef Seibel, Gretsch Unitas, Axalta

Application

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Consumer-to-Consumer

Operator

- ✓ Media service providers
- ✓ Companies
- ✓ Publishers

Integrations

- ✓ Standard API
- ✓ Connector, Plug-in
- ✗ Converter
- ✗ Data Hub

Products

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

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

Additional informations on media channels

InBetween Database Publishing is suitable for all media channels for which product information is to be presented in an appealing design and with the latest data from the data source.

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

Creative work with partial automation in InDesign

The InBetween DTP Client is the flexible solution for creating publications automatically and with the latest data, without having to sacrifice creative work. Benefit from all the design freedom that InDesign has to offer.

Standalone applicable

Partially automated creation of publications in a team

The Publication Wizard is a web-based tool that teams can use to create their publications together, regardless of whether they are working in one place or globally. Prefabricated layouts are selected and automatically filled with the latest product data.

Standalone applicable

Fully automated creation of publications

The InBetween Auto Generator Cloud is a fully automated, cloud-based publication service that enables the most efficient creation and distribution of your publications with the latest product data from your databases.

Standalone applicable

On-demand access to publications

InBetween Publisher is the right choice for generating or distributing publications easily and dynamically on the web. Make your advertising material easily available online and grant partners on-demand access.

Management of publications

The InBetween Planner allows you to monitor the iterative progress of all your publications at all key stages: from initial planning to final publication and distribution.

More modules

InBetween Publisher

InBetween Planner

InBetween Publication Wizard

InBetween DTP-Client für InDesign

Additional output formats (Microsoft Office, HTML5, flip catalogs...)

Live data connection

Webservice interface

URL-generation

Batch generation

Hotfolder

Annotation Management

Workflow Support
Page planning
Merging of datasources
Library

System basis

Frontend devices	Desktop computers and mobile devices
Frontend operating systems	Windows 10, 11,12. Mac OS X,11,12
Frontend web browsers	Internet Explorer, Edge, Firefox, Chrome
Frontend technology	HTML5, Java
Server operation systems	Windows Server 2016, 2019, 2022, Linux
Server technology	Java
Webserver	Apache Tomcat
PDF engine	iText und Indesign-Server
Database system	
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	
Order systems	
Databases	all common database systems
Other	PIM & DAM System (incl. Akeneo PIM, Syndigo PIM, Mediacockpit, contentserv, Pimcore, VIAMEDICI, TESSA DAM, celum, Noxum)

Licence models

Costs for system setup	
Buying license	✓
Rental license	✓

Inbetween Deutschland GmbH

InBetween Deutschland GmbH, a global leader in digital publishing solutions with more than 20 years expertise in product and brand professionalism, offers both realtime fully or partially automated publications in a variety of output formats, languages to create catalogs, sales folders, price lists, datasheets. Significant time and cost savings are coupled with increased quality and reduced errors.

Provider information

Founding year	2004
Total number of employees	78
Number of employees in Germany, Austria and Switzerland	20
Locations	Stuttgart, Germany Oldenburg, Germany Goa, India
Industry specialisation	Database Publishing Digital Publishing Publishing Software Dynamic Publishing Automated Publishing
Certificates	

Systems and services

InBetween