

Pageflex Storefront

The world's leading standard software for operating your printed matter and advertising materials shop systems for personalized marketing. Comprehensive process controls with online editing and corporate design-compliant output for web and print, including digital print optimization.

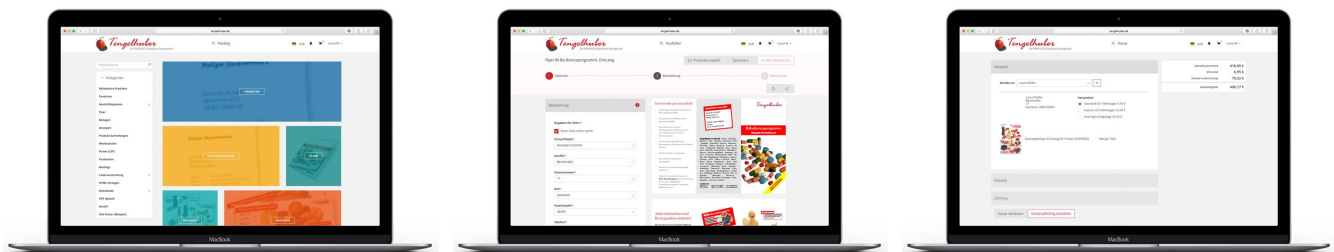
First installation: 2004

Provider

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Picture gallery



Reference customers

Apollo-Optik, Daimler, Subway, Coca-Cola, Unio Investment, Deutsche Messe, arvato, various print and media service providers, others on request

Application

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

Operator

- ✓ Media service providers
- ✓ Companies
- ✓ Publishers

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	

Additional informations on media channels: The following media channels are not included in the standard system, but can be implemented using an add-on:

Online banners, flip page catalogues, e-books, TV/cinema/radio, e-mail newsletters, SMS/MMS messages and electronic data sets.

Features

✓ Closed shop	✓ Database publishing	✗ Editorial system
✓ Open shop	✓ Online data check	✓ Translation management
✓ E-shop in-house development	✓ Correction workflow	✓ Marketing management
✓ 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
✓ Personalisation	✗ Web content management	✗ Communication
✓ Creation of publications	✗ Text database	

Modules

Data Merge

Mass personalization and mass individualization of documents for 1:1 applications

Campaign Manager

Campaign management system for the creation, execution and control of combined print and web campaigns (email)

Standalone applicable

many more modules

on request

System basis

Frontend devices	Desktop-PC, Laptop, Notebook, Mobile
Frontend operating systems	Windows, Mac OS X, Linux
Frontend web browsers	Current web browser for PC or Mac (Internet Explorer/Edge, Firefox, Safari, Chrome)
Frontend technology	ASPX, DHTML
Server operation systems	Microsoft Windows Server 2012, 64 Bit or higher
Server technology	Windows Server
Webserver	MS Internet Information Server (IIS)
PDF engine	Adobe PDF Library, Adobe InDesign Server, Pageflex Server, Adobe Print Engine
Database system	Microsoft SQL-Server (various editions)
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Any data exchange is possible via the API, special systems on request. Digital printing: via layout technology, e. g. Pageflex output in PPML, VDX, VPS, VIPP, JLYT, etc., via InDesign PPML
Order systems	Via Opentrans, XML or individually by arrangement
Databases	Via the integrated API, via SQL, ODBC
Other	Connection of e-payment (Concardis, Mpay, Computop, etc.) and shipper (DHL, UPS, etc.) optiona

Licence models

Costs for system setup	Equipment variable according to modules and scope
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Buying license	✓	Variable according to modules and scope
Rental license	✓	From 200 Euro per month, furnishings variable according to modules and size

Konzept-iX GmbH / Konzept-iX Software GmbH

Provider information

Founding year 1996
Total number of employees ca. 20
Number of employees in Germany,
Austria and Switzerland
Locations
Industry specialisation
Certificates

Systems and services

Pageflex iWay
Pageflex Storefront
publiXone®