LaudertMediaPort®

Product Information Management (PIM) and Digital Asset Management (DAM):
- Centralized management of all production-relevant data for all channels and languages
- Interfaces to inventory managment, online-shops, print, tradebyte and others
- Search options, administration of target groups
- Complex data structures, extensive table functions
- Digital scribble and InDesign-scribble
- Automatic construction/update of layout files
- Automated data export to the online shop
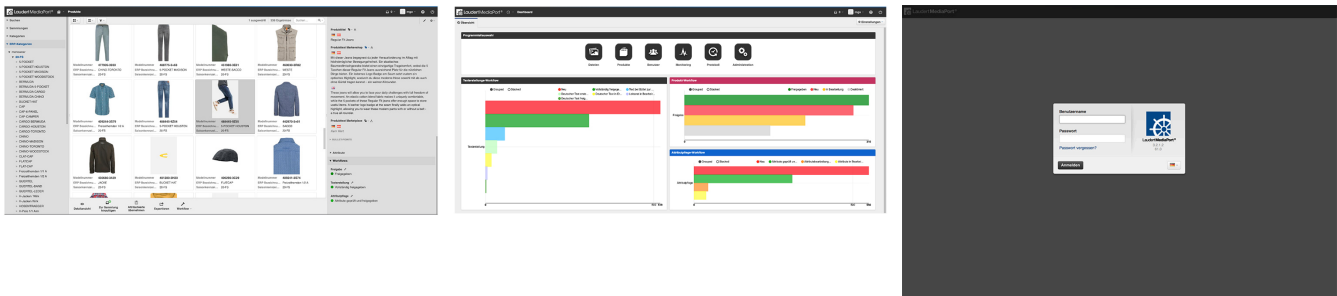
Control Center:
- Integration of all partners who are involved in the production process, from planning to success analysis
- Integrated workflow system for controlling various processes, release mechanism
- Foreign control incl. price calculation
- Efficient translation management for web and print with scheduling and approval workflow

Provider

Laudert GmbH + Co. KG
Von-Braun-Straße 8
DE-48691 Vreden
+49 (0) 25 64/919-0
info@laudert.com
www.laudert.com

Updated on: 2021-02-10

Picture gallery

Reference customers

bonprix, Wehkamp, Karstadt, Woolworth, Ernsting's Family, Polo Expressversand, Falke, Askari Sport, Eddie Bauer, Villeroy & Boch AG, DW-Shop, Stiebel-Eltron, Schwab Versand, Apetito, Lloyd, Odlo, NKD, Gärtner Pötschke, CJD, Niessing

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

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, programmatic printing
- ✓ Online data check
- ✓ Correction workflow
- ✗ Technical workflow
- ✗ Commercial workflow
- ✓ Media/Digital Asset Management, MAM, DAM
- ✓ Product information management, PIM
- ✓ Web content management
- ✗ Text database

- ✗ Editorial system
- ✓ Translation management
- ✓ Marketing automation, marketing management
- ✗ Media planning, media booking
- ✗ Customer relationship management
- ✓ Cross-media management
- ✓ Content marketing management, newsroom
- ✗ Communication

Modules

LaudertMediaPort® DAM

Digital Asset Management

LaudertMediaPort® PIM

Product Information Management

System basis

Frontend devices	Desktop-PC, Laptop, Notebook
Frontend operating systems	Windows, Mac OS X
Frontend web browsers	Microsoft Internet Explorer (from 6.x)
	Mozilla Firefox (from 3.x)
	Apple Safari (from 4.x)
	Google Chrome
Frontend technology	HTML, JavaScript
Server operation systems	
Server technology	Java, InDesign CS Server
Webserver	Apache Tomcat
PDF engine	Adobe InDesign CS Server, iText
Database system	Oracle
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Generally possible
Order systems	Generally possible (already implemented various connections)
Databases	Generally possible
Other	

Licence models

Costs for system setup
Buying license

| Rental license | ✓ | Individually according to the extent of the modules used and the existing infrastructure |

Own services in the market overview

Laudert - Media and IT services (Laudert GmbH + Co. KG)

Laudert GmbH + Co. KG

With over 500 employees (including over 90 in IT), Laudert is a strategic and operational partner for your product and brand communication. The efficient combination of media production and IT expertise also benefits the Laudert Studios and Print Services business units. As an implementation partner for IT projects (PIM + DAM, print outsourcing, Web2Publish, dynamic publishing, etc.), Laudert is one of the most powerful on the market.

Provider information

Founding year	1959
Total number of employees	500
Number of employees in Germany, Austria and Switzerland	370
Locations	Vreden, Hamburg, Stuttgart, Bad Waldsee, Bangkok, Ho-Chi-Minh-Stadt
Industry specialisation	
Certificates	"Enterprise Solution Partner" and "Partner des Jahres 2018" from Werk II

Systems and services

LaudertMediaPort®
Laudert - Media and IT services

MELASCHUK MEDIEN