

Digital Publishing Center

The MPM Digital Publishing Center (DPC) is your new central marketing platform that can be tailored exactly to your needs. Access to the three powerful modules is easy via the web. This gives you all the possibilities of an efficient media and publishing portal. And you benefit twice: through a uniform brand image and through the fast and simplified implementation of your marketing, sales and investor relations media.

Provider

MPM Corporate Communication Solutions
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Reference customers

adidas, BASF, BG ETEM, Boehringer Ingelheim, Hamborner Reit, Henkel, HSBC, ING, KION, Mainova, VDMA, Zalando

Application

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

Operator

- ✓ Media service providers
- ✓ Companies
- ✓ Publishers

Products

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

Media channels

- ✓ 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 | ✓ 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 | |
| ✓ Creation of publications | ✓ Text database | |

Modules

MPM Portal (Marketing Cockpit)

The portal is your central contact point for the brand and publishing portal MPM Digital Publishing Center and functions as a kind of web-based marketing cockpit. From here you have direct access to all other function modules.

Standalone applicable

MPM Mediendatenbank (Digital Asset Management)

The MPM media database manages all media in your company: from images, texts and documents to multimedia. This means for you in the future: No more time-consuming searches when searching for different data records.

Standalone applicable

Standalone applicable

MPM eMarketing Center (E Mail Marketing)

Online marketing is becoming more and more important in the marketing mix. MPM E Marketing is the digital assistant for your professional mailings. With this tool eMarketing becomes "daily business", because programming and IT knowledge are completely sup

Standalone applicable

MPM Online Publisher (editorial system)

Implement your annual reports, annual reports, employee and customer magazines with the professional editorial system MPM Online Publisher. As a complete solution for cross-media publishing, it is optimally designed for the media channels print, web and t

Standalone applicable

System basis

| | |
|----------------------------|---|
| Frontend devices | Desktop, Tablet-PCs, Smartphones, Smartphones |
| Frontend operating systems | Windows, Mac OS X |
| Frontend web browsers | No special system requirements: Only an Internet browser such as Internet Explorer, Firefox, Chrome, Safari etc. is required. |
| Frontend technology | JavaScript, HTML5 |
| Server operation systems | Linux, Windows, Mac |
| Server technology | JavaScript, Java, HTML |
| Webserver | |
| PDF engine | PDF-Engine and InDesign-Server |
| Database system | on request |
| Operating | On provider server or On customer server |

Interfaces

| | |
|------------------------|---|
| Pre-press and printing | Yes, on request, interface will be individually adapted to desired databases. Standard XML exchange formats are available. |
| Order systems | Yes, on request, interface will be individually adapted to desired databases. Standard XML exchange formats are available. |
| Databases | Yes, on request, interface will be individually adapted to desired databases. Standard XML exchange formats are available. |
| Other | Yes, on request |

Licence models

| | |
|------------------------|--------------|
| Costs for system setup | on request |
| Buying license | ✓ on request |
| Rental license | ✓ on request |

Own services in the market overview

MPM Corporate Communication Solutions (MPM Corporate Communication Solutions)

MPM Corporate Communication Solutions

As an owner-managed communications agency, MPM specializes in the integrated conception, implementation and management of cross-media communications projects. In order to create crossmediale dialogues between enterprises and their target groups, those connect approximately 85 coworkers in an innovative business model agency achievements from the ranges content marketing and Design with the Potenzial of a consulting and a system house.

Provider information

| | |
|---|---------------------------------|
| Founding year | 2000 |
| Total number of employees | 85 |
| Number of employees in Germany, Austria and Switzerland | |
| Locations | Mainz |
| Industry specialisation | all industries |
| Certificates | ISO 27001 certified data center |

Systems and services

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