

CODIN®

The content and marketing platform CODIN® assists in improving processes when producing, updating and distributing content as well as marketing workflows.

Advantages:

- Cost and time reduction
- Central content management
- Cross-media use of content
- Avoiding duplicate work
- Reduction of error sources
- CI-conformity
- Improved workflows
- Intuitive user interface
- Quick overview of running projects
- Interface for translation processes
- No plugin required

CODIN® is used in the approval and internationalisation processes of marketing materials as well as individualisation by distributors and subsidiaries. Furthermore promotional and marketing material can be ordered from this platform and it includes an automated document production.

First installation: 2003

Provider

UMP Utesch Media Processing GmbH
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DE-22419 Hamburg
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info@utesch.de
www.utesch.de

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Reference customers

Audi AG, , ANWR Ariston-Nord-West-Ring Schuh GmbH, AOK NORD WEST, GOLDKRONE Lederwaren-Handelsgesellschaft mbH, Eberspächer GmbH & Co. KG, QUICK SCHUH Handelsgesellschaft mbH & Co. KG, J, REXOR Schuh-Einkaufsvereinigungs-Gesellschaft mbH, Volkswagen AG

Application

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

Operator

- ✓ Media service providers
- ✓ Companies
- ✓ Publishers

Products

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

Media channels

- ✓ Print
- ✓ Website, webshop
- × Online ads
- ✓ E-paper
- ✓ Apps
- ✓ E-books
- ✓ Video/Audio
- ✓ E-mail
- ✓ Social media
- × Messenger
- × Office applications
- × Search engines
- × Online marketplaces

Features

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

Modules

CODIN® Order Platform: For easy distribution

Offer your subsidiaries and customers an order platform for your marketing products as well as advertising material.

CODIN® Media Asset Management: Easy administration of content

Make managing, locating and using cross-media content easy. CODIN® Media Asset Management offers a centralized and web-based tool with individual access rights for text content, images, audio files and videos.

CODIN® Editor: Layout editing online

All content changes can be integrated into the InDesign document with an intuitive user interface without requiring an InDesign license or in-depth program knowledge.

CODIN® PIM: Content for cross-media use

Use our PIM to produce, update and distribute your content. All product information is thus available on one platform and duplicate work on content can be avoided.

CODIN® Templates: Fast and easy editing

Your templates can easily be edited by your subsidiaries and CI conformity is guaranteed on a global scale.

CODIN® Approval: Online approval process

Your approval process for individual versions will become transparent. Copy comments can be implemented directly into the asset or document once the copy has been approved. The approval process includes InDesign documents and text content.

CODIN® Workflow Management: Clearly defined responsibilities

Define the workflow that you require to create your project and assign each step in the process to the person(s) responsible.

CODIN® Translation: Online or with translation memory tools

Do you require your marketing documents or your text content in multiple languages? Would you like your corporate identity to be kept at the same time? CODIN®'s Translation module offers you two options for international adaptations.

CODIN® Inheritance: Accept changes at the press of a button

With CODIN® Inheritance the changes are carried out only once in the mast document and transferred automatically to different variants of the document.

CODIN® Dashboard & Timing: Everything in view

Get an overview of the completion status of your projects and access the page planning module as well as an overview of your documents. The timing module offers the possibility to organize all processes.

More modules

CODIN® Page Planning: Visual approval process

You can use the page planning function to gain an overview of the current status of your projects. The release status of each page is clearly indicated.

CODIN® Pageflip: Create pageflip catalogues online

Use CODIN® to create pageflip catalogues on HTML-5 basis quickly and easily from a PDF or an InDesign document.

CODIN® Database Publishing - Distribute content automatically

Your cross-media data can automatically be inserted into your InDesign templates and thus your corporate design is maintained.

System basis

Frontend devices	Desktop-PC, Laptop, Notebook, Tablet-PCs, Smartphones
Frontend operating systems	Windows, Mac OS X
Frontend web browsers	All current browsers
Frontend technology	HTML and JavaScript
Server operation systems	
Server technology	
Webserver	
PDF engine	
Database system	mySQL
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	
Order systems	Interface for exchanging various metadata with ERP systems such as SAP.
Databases	Interface to external databases with reference to content and metadata.
Other	

Licence models

Costs for system setup	Set-up cost for the modules, monthly fee for the active license and yearly fees for maintenance and support.
Buying license	
Rental license	✓ A rental license is possible and UMP is happy to make an offer.

Own services in the market overview

UMP Services (UMP Utesch Media Processing GmbH)

UMP Utesch Media Processing GmbH

Systems and services

CODIN®

UMP Services