

Laudert - Media and IT services

The Laudert Home of Media is your innovative partner for product and brand communication. With more than 500 employees at six different sites, Laudert is one of the leading service provider for IT and communication services in Europe. Thanks to many years of expertise in photography, media-IT, media production and digital printing, we offer an universal portfolio: product photography, CGI, Creation (LOFT), image data optimization and management, SEO texts, analysis and optimization of the process chain and implementation of complex IT systems solutions for product information management (PIM), digital asset management (DAM) as well as database publishing.

Since media IT and media production knowledge come together at Laudert, the specialists often achieve great progress with even small interface improvements and automatisms.

Provider

Laudert GmbH + Co. KG
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Referenzkunden

bonprix, Christ Juweliere, Claas, Ernsting's family, Grundfos, Zalando, Otto, GROHE, Hapag Lloyd, Polo Motorrad, Bakker, Jack Wolfskin, Karstadt, Schwab, Takko, Wehkamp (NL), E/D/E, WMF, JEMAKO, Brillux, VELUX and more.

Marketing

- ✓ Consultancy and conceptual design
- ✓ Project management
- ✓ Print marketing
- ✓ Digital marketing
- ✓ Multichannel marketing
- ✗ Event marketing

IT

- ✓ Consultancy and conceptual design
- ✓ Project management
- ✓ Development standard systems
- ✓ Development individual systems
- ✓ Individual programming
- ✓ System set-up
- ✓ System administration
- ✓ Software installation
- ✓ Software maintenance
- ✗ Hardware installation
- ✗ Hardware maintenance
- ✓ Hosting

Media production

- ✓ Consultancy and conceptual design
- ✓ Project management
- ✓ Graphic design
- ✓ Web/app design
- ✓ Copywriting
- ✓ Template creation
- ✓ Illustration
- ✓ Photography/imaging
- ✓ Video film creation
- ✓ Audio creation
- ✓ 3D visualisation
- ✓ Digital printing
- ✗ Offset printing

Fulfilment

- ✓ Letter shop
- ✓ Order processing
- ✓ Shipping
- ✓ Complaint management
- ✓ Returns management
- ✓ Warehousing
- ✓ Order picking
- ✓ Invoicing
- ✗ Debt collection

Support

- | | | |
|----------------------|-------------------|------------------------|
| ✓ Content management | ✓ 1-level support | ✗ Marketing consulting |
| ✓ Data management | ✓ 2-level support | ✗ Call centre |
| ✓ Quality management | ✓ 3-level support | ✓ Training |

Marketing services

Focus areas Conception, creation, layout, graphics
Partner

IT services

Focus areas Consulting and integration, implementation of PIM and DAM (LaudertMediaPort® and Contentserv), database publishing (priint:comet, priint:suite), Web2Print (LaudertPrintBase®), interface development, quality management, user-friendly software
Partner Contentserv, CELUM, SAP Hybris, OXID e Sales, WERK II, Typo3, vmware, Chili Publish, Adobe, talend, e-velopment, Apache Tomcat, FACT-Finder

Media production services

Focus areas Retouch (clipping, masking, (creativ-)retouching, recolouring, colour correction), optimization of image data, catalog production, brochure production, CGI (Computer generated Imagery), layout, text creation, content-management
Partner Adobe, ECI (European Color Initiative), Duon Portal, OnMaCon

Fulfilment services

Focus areas 1:1 communication, direct mailing, personalization with images and texts, production consulting, print-on-demand, Web2Print, large format printing, HP-Indigo-quality, further processing (cut, perforate, schneiden, perforieren, groove), saddle stitch, PUR- threadless binding, finishing, distribution
Partner HP, Deutsche Post, CHILI-Publish, OXID eSales, large network of other partners and service providers for services that go beyond our own possibilities

Support services

Focus areas content maintenance for webshops, content-management, text creation, quality check and testing, training for our IT-solutions, hosting of IT-solutions and customer projects, support via mail and phone, ticket systems, own data center with double fiber-optic connection, spatially separated back-up center, system monitoring of our customer and own systems
Partner

Own systems in the market overview

LaudertMediaPort® (Laudert GmbH + Co. KG)
sellyo® (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®
sellyo®
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