

UMP Services

Apart from the content and marketing platform CODIN®, UMP offers various services in the marketing environment. Our customers have thus the possibility to obtain services from analyzing national and international marketing processes and advising on possible ways for improvement to content distribution as well as other individual services.

Provider

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Referenzkunden

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

Marketing

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

IT

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

Media production

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

Fulfilment

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

In marketing our focus lies on the internationalisation of marketing material and checking if existing tools can be used on a worldwide scope. Multi-channel marketing is of great importance for many companies and we develop content strategies with our customers to obtain synergies for all marketing tools. In addition, we set-up workflows with our customers to optimize the time to market on a worldwide level.

Partner

IT services

Focus areas

In the IT environment we look at the existing system landscape with our customers and ensure the best possible interface to our content and marketing platform CODIN®. Our focus lies on avoiding duplicate work as well as a successive implementation of our software to ensure the acceptance of the employees. Once CODIN® has been implemented it is maintained regularly and we are happy to look after support enquiries as well as developing the system further.

Partner

Media production services

Focus areas

Originally, we started with media production and can look back to high quality output. Since May 2016 we are ISO 9001:2015 certified. We consult our customers with reference to managing content to automating marketing processes. Our portfolio includes analysing national and international marketing processes and advising on possible ways for improvement. If our customers require support in managing projects, our team is happy to assist. On top of distributing content we also offer typesetting fo

Partner

Fulfilment services

Focus areas

With CODIN® UMP offers an order platform and is also a service provider for handling the orders, stock-keeping and dispatch. The complete ordering process of marketing materials including the shipment and the invoicing is available as a service and the order platform can be customized according to customers' requirements.

Partner

Support services

Focus areas

Apart from consulting on content strategies we are also offer updating the content and data management. As in the media production ensuring the quality is of utmost importance to us. Trainings as well as individual customer manuals are part of our standard services. Questions can be quickly addressed with our support team. Our partner for 3rd level support is the company Basix.

Partner

Own systems in the market overview

CODIN® (UMP Utesch Media Processing GmbH)

UMP Utesch Media Processing GmbH

Systems and services

CODIN®

UMP Services