



How do you provide 47 countries worldwide with current advertising material at the same time?

Web-to-Print and Brand Management solution with an integrated image portal based on the example of Miele & Cie. KG

## Customer

Constant innovation is a maxim of the family business Miele & Cie. KG, which was founded in 1899 with headquarters in Gütersloh. This attitude is expressed today as in the past through Miele's motto "Forever better". Over 16,000 people work worldwide for Miele, over 10,000 of whom are in Germany. Every single employee contributes towards putting this principle into practice.

Miele positions itself as the only worldwide premium brand for domestic as well as industrial appliances for laundry care, dishwashing, and disinfection which are available on five continents. Miele distributes the products on location via a network of specialized trade partners for electrical appliances and kitchen furniture, which are supplied and taken care of by 47 international distributing companies.

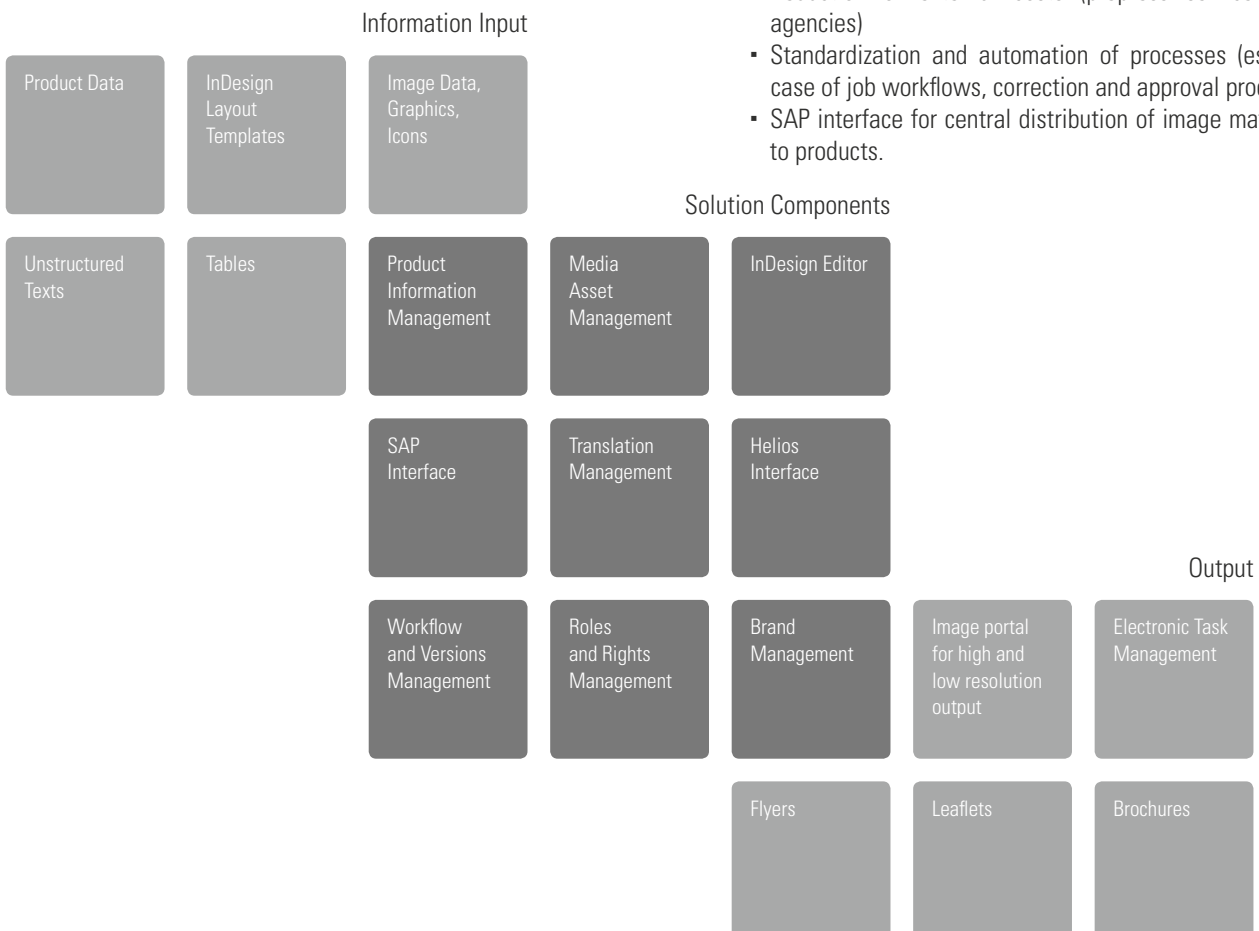
## Requirements

Miele publishes hundreds of brochures with tens of thousands of pages and images every year for its distribution channels. The ability to provide high quality advertising material and corresponding international material quickly and simultaneously in compliance with the Corporate Design used to pose an enormous challenge. The selection and provision of images was tedious due to the distributed data storage and dependence on external media service providers. The print production, text searches and translations were characterized by complicated manual layout and correction processes, such as the creation of paper paste patterns, PDF corrections and the exchange of Word files.

This resulted in lack of transparency, high costs and long processing times for the 47 distributing companies. The image selection procedure and the processes involved in the production of advertising material were thus to be reorganized to become considerably more efficient, as well as save time and money in the future.

## Project Description

- Introduction of a central database for the media neutral provision of images, image conversion and distribution
- Worldwide, web-based localization of advertising material in compliance with the corporate design guidelines
- Coordination of the distributing companies and improvement of the service quality
- More cost efficiency and flexibility while maintaining the same or higher media quality
- Reduction of external costs (prepress service providers and agencies)
- Standardization and automation of processes (especially in the case of job workflows, correction and approval processes)
- SAP interface for central distribution of image material belonging to products.





*"Through the application of CONTENTSERV software components for our international media management, we ensure efficient media creation and consistent brand identity."*

Stefan Kuhlmann  
Marketing Communications International  
Miele & Cie KG

## Our Solution

In order to implement Miele's requirements, a central Web-to-Print and Media Management platform was created with CONTENTSERV.

The CONTENTSERV Media Asset Management came into operation as the most important element for the platform. All available image data are brought together there media neutrally in a central repository. All internal and external recipients may access the desired image data and make a selection of images via a portal interface. During this process, requested images are converted automatically and provided in the resolution and color depth required for the respective output media. For example, a product image is made available for presentation on a website in RGB and 72 dpi, whereas it is provided in high resolution for a printed product flyer in CMYK format. Even the cutting paths and shadow effects are taken into account. The services of a litho provider are therefore rarely required.

All InDesign templates are also provided in the central Asset Management, from where they can be edited directly in the browser by means of the InDesign Editor mounted on the Adobe® InDesign® server. In this way, Miele's distributing companies worldwide can select their leaflet templates as quickly and simply as possible, adapt them to local requirements, translate and publish them without having to maintain additional, locally installed software or fonts.

The central marketing communication department in Gütersloh controls the provision and approval of all print jobs for the international distributing companies worldwide. New templates can be uploaded to the system by the central department at any time. The local users may then fill them with content online according to previously defined access and edit rules. During this process, so-called job folders are created according to strict naming and classification conventions. Every single job folder can be made available to specific distributing companies. The corresponding print data, links and organizational documents are stored in these job folders. This is where the whole creation, correction and approval process takes place for a print object.

The differentiated rights system and Workflow Management ensure efficient and streamlined production flows via automated correction workflows with attached actions and tasks. Compliance with the corporate design guidelines is thus ensured simply and securely.

All the creation and correction processes run directly and without media discontinuity via the CONTENTSERV workflow by means of the web browser. The workflows are thus transparent and can be tracked at any time.

## Customer Benefits

- More flexibility in the print production and safeguarding of quality
- As the system is web based, it is accessible from anywhere in the world
- Uniform international management of the Corporate Design
- Bringing together of all data in a central database
- Miele maintains data sovereignty over all image and media data
- Output across many different media is possible
- Improvement of the service quality for the distributing companies
- Time and cost efficiency strengthens the competitive position
- Accelerated media creation and shorter job duration ensure significantly quicker time to market.

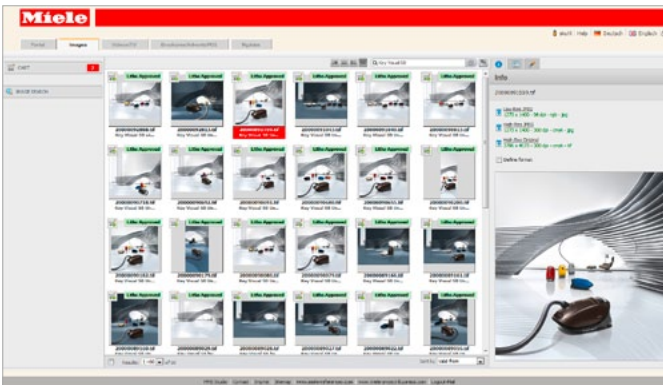
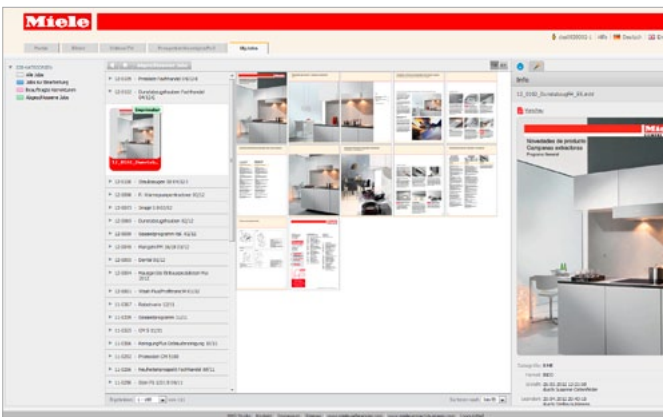
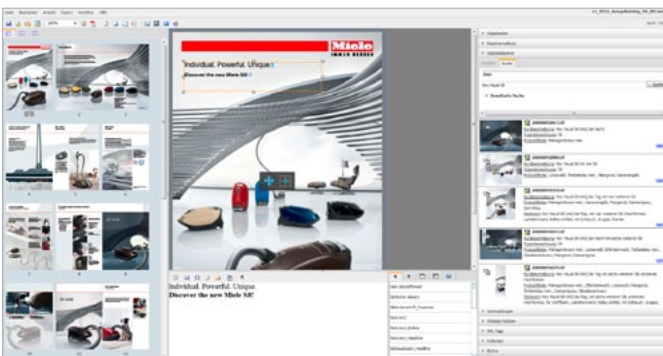


Image ordering with appropriate conversion via the central image portal



Job overview with Adobe® InDesign® documents in the layout table view



Editing of Adobe® InDesign® files in the web-based InDesign Editor

**Enterprise Marketing Management Solutions**

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