

Retail Module

Automate the production of all your print and online advertising materials with a uniform corporate design. With the **retail module**, all product information is centrally available via corresponding interfaces – up to date, complete and fully adaptable at any time.

Flexible integration | You can easily integrate various ERP systems.

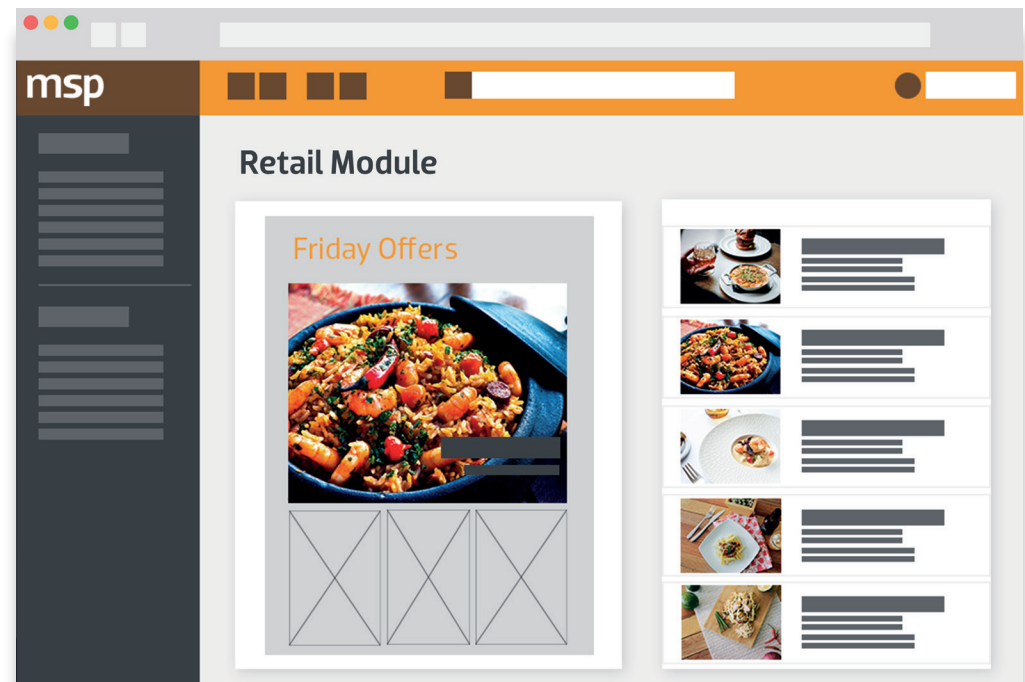
Unchained configuration | In the module you can administrate all characteristics like data structures and more.

Define processes | Fixed workflows secure a controlled cycle of all your campaigns.

Targeted planning | You can allocate your advertising material in advertising type (flyer, catalogue, poster), time (calendar week, quarter, year) and region (advertising cycle, country).

Auto-create advertisement | Your advertising material can be created automatically by defining grid positions.

Relevant customization | With dynamic updates, all your prices and other data can be changed automatically.



Advantages:

- ▶ Defined workflows
- ▶ Administration of characteristics
- ▶ Transparency of updates even without the programs locally installed
- ▶ Manageable user groups and access
- ▶ No data redundancies
- ▶ Reportings can track asset history and prices
- ▶ Dynamic price adjustment
- ▶ Easy usability and accessibility
- ▶ Extent and generate your advertising material within the module