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Power to your brand
iBrams 4

Brand Identity 02

Magazine for digital branding

Interviews
Product insights
Perspectives

iBrams®
INTEGRATED BRAND MANAGEMENT SOLUTION

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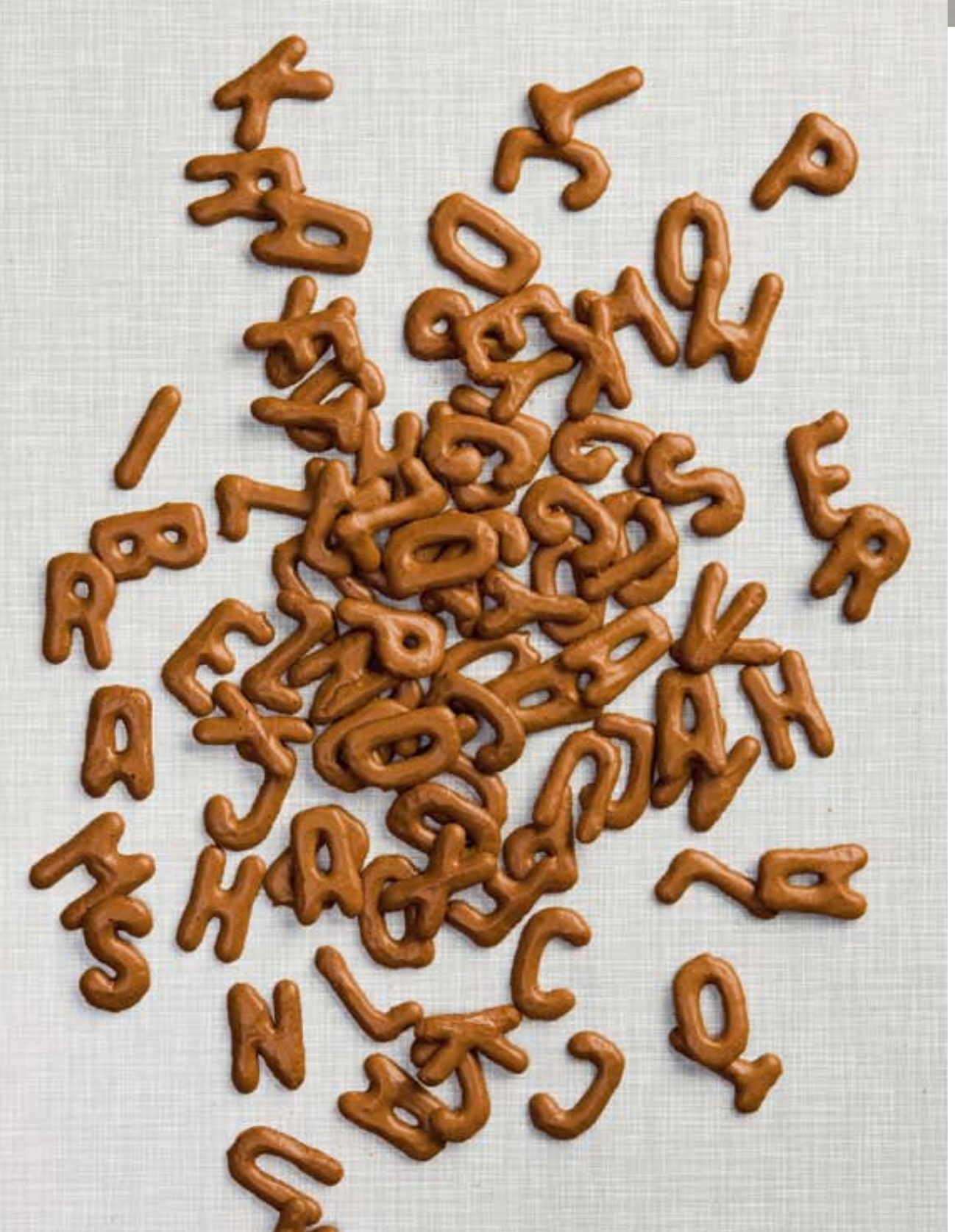


Everything comes together

How convergence brings together not just media,
but the whole world.

» If we can learn one thing from current developments then it is the following: nothing is as international in nature as the economy. The global maxims of “costs down, performance up!” apply to service providers, agencies and companies particularly in difficult periods. That is why iBrams is the choice of the hour for more and more marketing managers. This is because marketing processes are not just more cohesive but also much more efficient when using iBrams! The convergence of technologies, applications and media as offered in exemplary fashion by iBrams is playing an increasingly important part in this process. This is because efficiency in marketing processes is only possible when boundaries and obstacles are radically reduced. What’s more, iBrams has just won the Convergators Award 2009 for its excellent convergence properties.

This issue of Brand Identity, our magazine for digital branding, will show you how iBrams can help you unearth real treasures in the conflicted field between uniform brand perception, individual adaptation and efficient implementation. From an international perspective you will experience how iBrams users subsequently streamlined their marketing processes, structured their workflows better and were thus able to save considerable resources.

Have an enjoyable read; you’ll be astounded by what we have to offer.

Yours sincerely,
Andreas Michalski
CEO iBrams

We have simply become closer

Dieter Emader, Head of Brand Communications at MAN Nutzfahrzeuge, about his experiences with iBrams.

» MAN Nutzfahrzeuge is one of the leading providers of the international automotive industry, a successful global player. Today, MAN Nutzfahrzeuge is increasingly relying on iBrams for the handling of its global marketing activities. The Brand Management Solution was implemented by MIS (Media IT Services), a media service provider specialized on the optimization of workflows that has already successfully introduced media asset management at MAN Nutzfahrzeuge.

Mr. Emader, looking back, what were the greatest challenges to maintaining the brand image of MAN Nutzfahrzeuge prior to the application of iBrams?

The greatest challenge before iBrams was the fact that only in very rare instances we had information how the individual countries implemented and adapted our centrally conceived campaigns. Despite our media asset management including a media database, which provided the entire layout material, often practical application meant that these layout documents were not used in the sense of strict corporate design – to put it lightly.

Could there have been too much freedom involved?

I would put it differently. Freedom is desirable. We actually want our employees to get involved. However, it is crucial for a consistent image for them to adhere to the guidelines. A brand is powerful and has charisma if it is perceived in Germany the same as it is in China. In other words, we want to offer the largest possible degree of freedom but within clearly defined guidelines. This can be conveyed easily.

That was probably the point where iBrams was introduced.

Correct. Ever since our partner MIS (Media IT Services & Consulting GmbH) has implemented iBrams in our system, we have gained an entirely new transparency of all marketing activities across the entire corporation – regardless of where and when they take place. We have simply become closer to the implementation efforts of our national offices and can intensify our partnerships. On the other hand, they greatly appreciate the fact that iBrams substantially decreases the time required for the adaptation process. This is a great relief to them, especially concerning the tremendous time pressure prior to trade shows and product launches. With iBrams, the efforts of the national offices are based on brochures, advertisements and other templates whose framework is already laid out CD-compliant. While having the freedom to create or translate copy and choose pictures, they still have the assurance that they are automatically getting everything right. This is, by the way, a phrase that excellently describes iBrams.

Automated processes, global access to a central marketing database, and simple integration of external service providers – how did iBrams affect the efficiency of the marketing workflow?

The efficiency increased to the same degree that costs were reduced. Particularly on location in the different countries the final art work and litho expenses were reduced to a minimum. This result is very pleasing, of course. But to me, the improvement in the quality of our global marketing measures was even more important than the cost reduction factor. Thanks to iBrams, the brand is more powerful because it is more consistent.

How did the implementation proceed?

It was very uncomplicated in technical terms. The system was stable right from the start and required minimal training. A small brochure and a short video were fully sufficient. At the same time, quite a bit of preparation was needed on the conceptual side. This was because all marketing-relevant processes had to first be documented, examined and optimized before they could be represented in the iBrams system. This is, by the way, a very worthwhile effort that I can recommend to every company.

Why did you choose iBrams as opposed to other systems?

We wanted a mature system that was future-oriented, highly flexible, and that operates securely and, most importantly, constitutes a safe investment. iBrams was the only system to fulfill all requirements and was able to present an impressive list of successful implementations. One important aspect, however, was certainly the fact that iBrams consistently relied on the globally established InDesign standard. Incidentally, this was precisely the time at which MAN applied InDesign across the entire corporation. Thus iBrams fit us like a glove.

Mr. Emader, we thank you for your time.

Power zone

How the Internet helps strengthen brands through web-to-print,
while the full power of a brand is only released through a digital marketing platform.

» Web-to-print is far from new. Its vision of centrally managing all brand communication data and making it available locally via online access has been a technical reality for 14 years. But it was not until today that the issue is reaching marketing departments on a broad scale and – slightly hesitantly – agencies too. But wait! Nowadays pure web-to-print applications only handle basic tasks of decentralized branding. What companies and agencies currently need is nothing less than a comprehensive digital marketing platform. This exceeds the possibilities offered by conventional web-to-print solutions several times over.

Such platforms can be used to control all factors of a consistent brand image, handling the task simply and smoothly in a reliable, intuitively operable system that easily integrates external service providers via its open ports.

However, such digital marketing platforms do not abound. The best* of these is called iBrams.

iBrams offers much more than simply web-to-print. What does this mean exactly?

When looking at it as a pure web-to-print solution, the first thing that distinguishes iBrams is its intuitively manageable program user interface. It enables users without programming knowledge to individualize documents based on professionally designed layouts and to create print data with InDesign quality. A great advantage compared to other web-to-print applications is the fact that iBrams is based on the Adobe InDesign Server technology. This means that workflow in the pre-press sector, from the layout design and template individualization up to printing, is all implemented in the globally established Adobe InDesign standard.

Up to this point you have seen how iBrams is a solid, fully developed cutting-edge web-to-print solution. What makes iBrams unique above and beyond these traits are its open ports – i.e. systems of external service providers can be perfectly integrated through iBrams' innovative modules. This makes iBrams a true digital marketing platform. Here are some examples:

The iBrams advertising module enables the worldwide booking of advertisements with dynamic format and layout adjustment. With the mailing module, direct mailings can not only be individualized, they can be fully processed, from address generation up to their dispatch. The poster module allows the interactive selection and booking of outdoor advertising space with the help of a geographic mapping system. Via the catalog module, elaborate, extensive documents including variable text and picture elements can be produced smoothly. Other modules allow the integration of corporate sound elements and even the management and editing of video material.

*The Brand Management Solution iBrams has received three awards in 2009: the Adobe Partner Innovation Award, the Convergators Award in the category "marketing & crossmedia" and the EDP Award from the European Digital Press Association.

iBrams in 30 seconds

- Market leader for brand management solutions
- Connects business customers, agencies and service providers
- Standard solution "out-of-the-box"
- Best possible integration with other systems
- High scalability and multitenancy
- More than 40 languages for documents
- Interface available in 16 languages
- Individual skinning of the entire application
- Unique field rule technology
- Dynamic layout adaptation
- High-resolution chart generation
- Snippet technology
- 100 % web based

Not really a simple process

U.S. marketing visionary Hunter Hastings reveals why marketing processes are simply different, but far from being simple – in addition to why consumers are always the measure of all things.

» U.S. native Hunter Hastings, founding partner of EMM (Enterprise Marketing Management) Group, is the U.S. figurehead of a new marketing awareness, according to which all corporate divisions determine the character of marketing – rendering it even more effective.

Mr. Hastings, you once said that it was dangerous to automate a bad process. Everyone relying on iBrams would, of course, like to know what the challenges of automating marketing processes are.

The concept of process automation originates in business administration and was perfected more and more during the past 40 years. It can actually be traced back to the beginning of the growth of SAP. The automation of processes is still new in marketing, which is the area addressed by iBrams. When this concept began to emerge around 1990, we thought it would function according to the same principles as the business administration processes. But we found out that marketing has different processes! They are more knowledge-based and more affected by social factors. They are processes that also contain the impossible-to-automate element of "creativity". In addition, for marketing processes the input-output relationship is not defined – we don't know whether brand positioning X results precisely in Y, which constitutes a problem for automation. Last but not least, marketing processes require a larger organizational commitment – the roles and responsibilities of the participants must be precisely defined. Far too many companies rely on automation processes that cannot work because the organization does not support the new structures. This is why the general principle applies: do not automate what cannot be automated, and do not automate until the entire organization is ready to adopt the new roles and responsibilities.

iBrams is the first web-based marketing platform encompassing all marketing measures. In this sense it is ringing in a new era of marketing. What is the role of technology in the creation of efficient marketing processes?

An important one! Technologies – such as iBrams for branding – enable people to work together more effectively and efficiently. Technology allows every individual to cooperate with everyone employed within the company or beyond it in agencies and suppliers, to always come up with the best solution together. Technology helps share knowledge. Nowadays the chief competitive advantage is the speed at which learning takes place and information is passed on. In terms of iBrams, this means that within the shortest possible time it can be determined whether a branding campaign can function globally or not – simply because the exchange of information becomes faster and and more effective.

What distinguishes the marketing of the future from that of the present?

In my opinion, in the future marketing will be more than just a function. It will play what I refer to as an "integrator" role within organizations. An integrator combines all parts of the organization and all information and means to benefit consumers.

How can the effectiveness and efficiency of marketing be improved within the context of the radically changing world of business?

First of all, I believe that marketing should not try too hard to become efficient. It should aim to be effective! In other words, the aim of every marketing effort should be to improve the lives of people. As soon as we have achieved the greatest effectiveness in this regard we can start becoming more efficient. There is no point in being efficient in something that nobody wants. Furthermore, I believe that marketing should play a much greater role in instances when things start getting difficult or complex. For iBrams, this is the Sisyphean labor of consistent branding efforts. The development of solutions that expedite providing customers with products and services is also a complex process. Tomorrow's marketing will certainly focus increasingly on measuring successes. So far we have focused too much on creativity, which is typical of marketing specialists. If we focus more on how to measure success, we are forced to think more about what customers really want.

What is your vision of comprehensive brand management? What does this mean?

In the latest business book by EMM Group ("Improve Your Marketing to Grow Your Business" – editor's note) we suggest that in the future every individual within the company is regarded as a marketing expert. This means that everyone should think about how the brand is presented to the customer. This includes the CEO as well as the driver, the junior employee, as well as the telephone operator in the call center, and so forth, not only the product manager! With comprehensive marketing, the brand is the responsibility of every single individual within the company.

What does the perfect marketing portal look like?

Initially, it should look like your desk on the first day of work – totally empty. With only enough space to write up your ideas. What do I want? What do I want to do with whom? What experience do I need from others? What knowledge do I lack? And in general: what is my marketing goal? An empty desk challenges us by asking: what do you want to do? Isn't that motivating?

What are the three best ideas in the history of marketing?

- The logo. Who invented it? Without logos there would be no brand recognition, no luxury industry, and no global brands.
- The consumer is boss. The sentence by A. G. Lafley, CEO of Procter & Gamble, sums up all thoughts of a marketing specialist.
- Google. Every search is a declaration of intent. The users tell Google what they are looking for. Isn't that a wonderful first step in our marketing process?

Mr. Hastings, thank you for your time.

The advantage of iBrams – It has manymanymanymany advantages

With iBrams branding becomes faster, more efficient, transparent, and less restricted – at the simple push of a button. This pays off.

For anyone in need of a stable, future-oriented digital marketing platform, iBrams is the solution of choice. As an integrated brand management solution it not only fulfills all demands of a consistent brand image, it also guarantees continuous quality as well as substantial cost and time savings through tighter processes. At the same time it can be handled intuitively.

Good reasons to choose iBrams:

» iBrams saves time
Cumbersome, time consuming coordination rounds are eliminated. Workflow processes are considerably accelerated. Advertising media are automatically adapted. These are available to all the people involved in the process right from the start and throughout the entire production cycle.

» iBrams saves money
Projects can be completed more efficiently and thus much more cost-effective. This is particularly due to the sequence automation option. This frees up staff and gives them time for other tasks.

» iBrams provides CI-conformity
Release processes secure the content-related and formal quality during every step of the production of advertising media. A firmly defined framework allows everyone to be creative – but only to the extent that it serves the brand. Thus everyone always has the certainty of doing everything right. Media disruptions cease to apply as all the participants are working online using one system.

» iBrams guarantees a personalized approach
iBrams helps companies that are organized in a decentralized manner in particular to achieve the highest levels of personalized communication due to its diverse options. Existing marketing processes can be completely reflected in iBrams. This ensures that iBrams always bears the exact image of the respective company.

Automation is related to automotive. Or how Porsche reinvented the wheel several years ago

Frank Beinhold, CEO of Serviceplan Realisation and managing spokesman of GWA Printproduktion, talks about the reasons why the Serviceplan group of agencies fully relies on cooperating with the market leader iBrams for web-to-print, and about what the marketing sector can and should learn from the German corporation on the fast track.

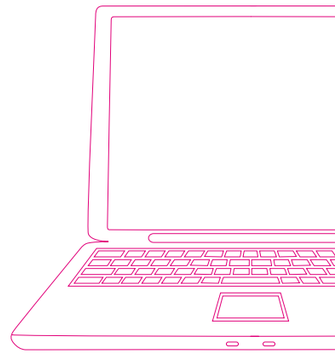
» The Serviceplan Group is Germany's largest network-independent agency. It is the only group of agencies that offers all modern communication methods under one single umbrella. Serviceplan consistently applies innovative solutions in all communication channels, as well as integrated branding.

The Serviceplan Group of agencies is adopting web-to-print with full force. Why is it the right time for this type of solution right now?

The time has long been right for these solutions! Only, as in all automation processes, it is necessary to fully understand the process from the analog side, to internalize and fully master it prior to implementation. As a media channel, print must compete with other media channels and the efficiency of print will significantly determine the survival of the print medium in the future. First we did our homework in terms of the efficient production of print media. Now we are taking the next step towards the automation of these processes. This is why it is correct and necessary to focus on the opportunities of web-to-print.

Why is Serviceplan banking on iBrams?

For good reasons. There are hundreds of web-to-print applications, ranging from purely administrative applications to highly complex, fully automated systems. Many things are necessary for the implementation, the purchase and the application of a web-to-print solution – but above all it must constitute a secure investment. This requires a tool that is based on future-ready, standardized technologies and for which the provider company has an established team that is capable of, and actually does, operate internationally. Today web-to-print is a global business, which is why it is important to be set up globally. Our experience shows that nine out of ten providers do not meet these requirements. The investment security factor is so elementary that it is a good idea to place your bet not on the most hip but the most future-ready horse. This is where iBrams beats all others by far. The same way that Adobe Systems beats all other in the pre-press sector. And when I talk to the people at Adobe and ask them which web-to-print solution they recommend, they answer iBrams without hesitating for a second.



The partnership between iBrams and Adobe therefore plays a major role in choosing a web-to-print system?

Definitely – if only because five out of six software applications in the pre-press sector are Adobe products. We are absolutely dependent on having a stable standardized workflow. It doesn't really matter to customers why things are not working, all they care about is that they are working. If at Serviceplan we are responsible for the handling of an incredibly large number of print materials, it goes without saying that one of our major concerns is the intensive collaboration between the web-to-print software and the InDesign server, including the entire set of involved tools. This is something only iBrams can guarantee.

Where will you apply iBrams at Serviceplan?

Previously, once we had convinced a customer of a concept and all designers and creative staff put away their pens and crayons, it was time for its implementation. This was the point at which the wheat was usually separated from the chaff, since this is where the role of the corporate procurement agents who scrutinize agency services, such as pre-press and other print services, begins. For large-scale customers, almost all agencies lose in this respect, since the procurers like to buy these services, which to them are interchangeable, presumably less expensive someplace else. The result is that the work that was previously laboriously created to support the product or brand is now altered through adaptations that may not have the same professional standards as those applied by companies and advertising agencies in achieving their goals. Rather, the concept is diluted either because it has been purchased inexpensively or because it is implemented differently in various international versions. In the worst case, this waters down the brand value. To prevent this from happening, at Serviceplan we intend to apply iBrams initially for version control, internationalization, and the adaptation business. In a subsequent step we will apply it to decentralized catalog production.

Therefore to you the iBrams web-to-print solution is also a means of quality assurance?

Certainly.
As an agency our main responsibility is to strengthen the value and the power of brands and to comply with the greatest concern of procurement, which is to save costs where it is relevant.

With iBrams, web-to-print is only the first step towards a fully integrated digital marketing platform. iBrams is ideally suited for internationally operating decentralized companies. That much is clear. But what are the opportunities offered by iBrams to agencies?

Agencies serve a large number of internationally operating customers, yet are rarely involved in the globalization of their ideas. In this aspect, they need to shape up and do everything they can to stay in control! This is exactly where iBrams can assist them. It does not make sense that agencies give up control of the creative implementation once they have completed the creative and design work. They must instead try as best as they can to ensure that what they have come up with in terms of creativity and design actually reaches the market and consumers in the best of quality to display its full effect.

In other words, agencies have some catching up to do?

This is in their own interest! Nowadays we are faced with a situation where in 90 percent of all cases a web-to-print company approaches the customer company and sells its tool to the procurement department. The main argument given for this is a ludicrous return-on-investment calculation that leaves you speechless. Most of the time, the product cannot be implemented as planned. The truth is that in many companies web-to-print applications are for the most part just sitting there unused. This is simply because they are not readily available and intuitively applicable for people in their daily work, while the same applies to agencies, negatively impacting the entire sector! But the quality of the whole pre-press process is based precisely on the work of these agencies. To utilize the full impact of web-to-print, all that is required is a triad consisting of the company, the expertise of the pre-press service providers, and the design and creative power of the agency. This is the only way to fully utilize the benefits inherent in properly applied web-to-print solutions.

Are you asking for an entirely new self-concept for agencies?

Absolutely! It is simply the case that agencies must accept the fact that there are analog work steps that nowadays are no longer economically viable for agencies to handle manually. If they do not want to lose their agency customers they must tackle the issue head on – and bank on web-to-print automation. But making sure to use the best available. On the other hand, this frees customer resources by an estimate of 30 to 50 percent. These resources in return can benefit the quality of, for example, the creation of top shootings. However, as an agency I only have access to these customer resources if I handle a customer as a complete budget and don't have to share with external service providers. This gives me more options and possibilities as an agency.

Serviceplan will apply iBrams immediately. How are you starting out?

Together with the iBrams team, we will first apply the technical expertise in the pre-press area, we will then technically implement the iBrams application in print production for those areas in which it is meaningful to automate. The next step will be to enable our classic Serviceplan agencies already in the design phase to structure their processes in a way that enhances the quality of the analog measures to apply the resources that are freed through automation of the adaptation process as lucratively as possible. Web-to-print must gain in importance within the agency world. Here, iBrams is definitely the best tool money can buy. Agencies handling print media must realize that it is no longer possible to do everything manually from scratch every time. Porsche realized this fact when it optimized and automated its production processes a while ago. A Porsche has always been a sensationally excellent car. However, it was not until resources freed by the reduction of unnecessary manually-produced parts were fully applied into innovations and productivity that the full power of the brand became apparent. Therefore, automation in advertising is not something to shy away from. Other sectors have managed to handle it – and I am confident that the agencies operating in the classic print sector will be able to do so too.

Mr. Beinhold, we thank you for your time.

A reason to be proud

iBrams is the winner of the Adobe Partner Innovation Award 2008. The AIR application iDA simplifies marketing processes and brings the solution to the user's desktop.

» The new iBrams Desktop Assistant (iDA) is based on Adobe AIR technology. It provides users with a desktop icon which enables them to upload Adobe InDesign templates and artwork created in Adobe Photoshop or Adobe Illustrator more easily to their iBrams account. iBrams thus allows users to create communication and advertising media more quickly and cost effectively whilst guaranteeing compliance with existing corporate design rules.

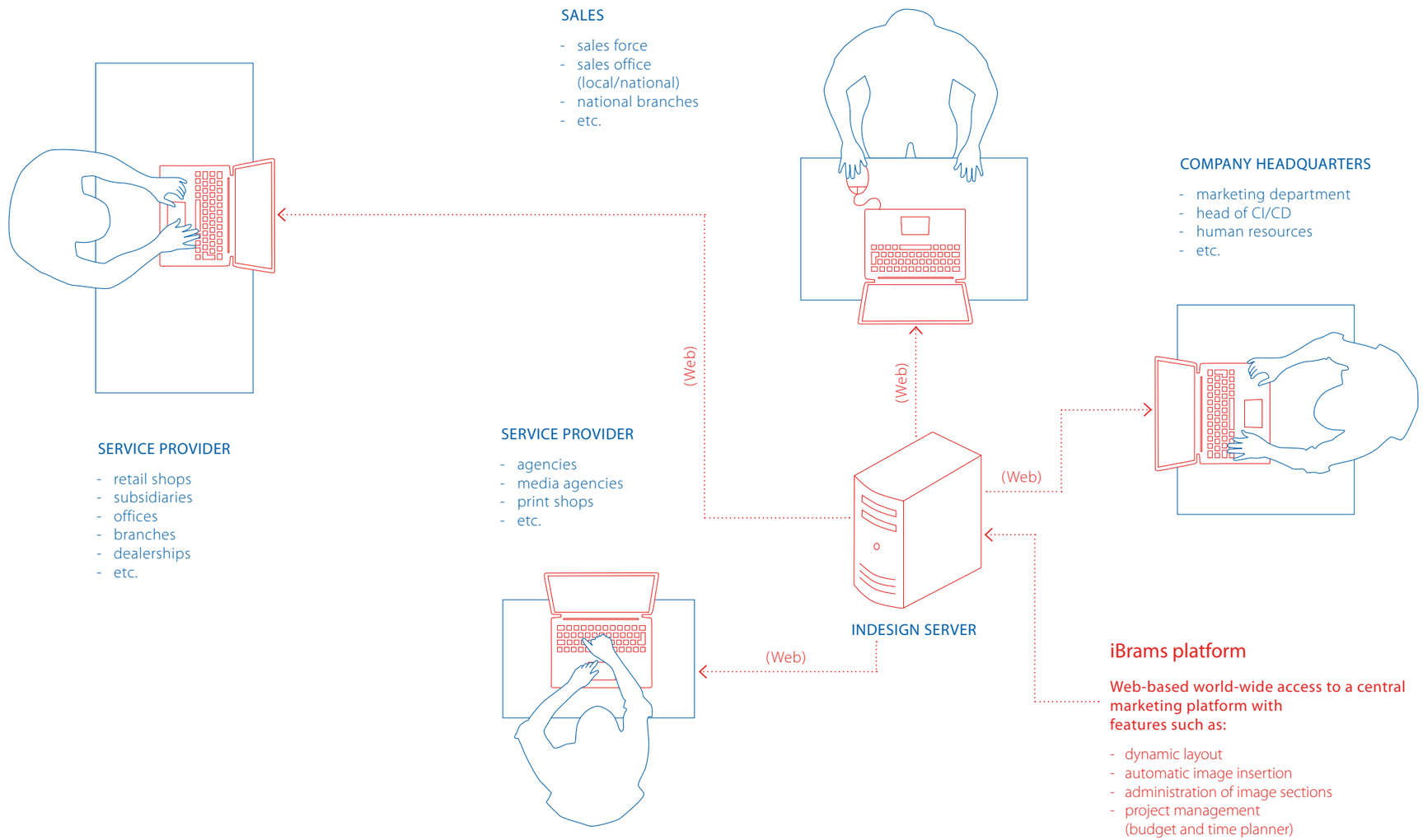
"The iDA utilizes current Adobe solutions, such as Flex, Air and Creative Suite 4, in an innovative fashion," says Klaus Kurz, Business Development Manager for Creative Solutions at Adobe Systems. The application links web and desktop and simplifies routine tasks, which helps users to work more productively. iBrams CEO Andi Michalski is happy to claim: "After more than ten years of close cooperation with Adobe, iDA is yet another innovative application that combines the potential of both companies for the benefit of the user."

They have already jointly pressed ahead with the development of the InDesign CS3 Server. It forms the core of iBrams and enables the proof-ready production and management of design documents. Users can work with standard data formats while allowing the professional functions to be made accessible to non-professionals. This concept has proved itself to be successful, especially for the interaction between agencies, clients and print service providers.

The close collaboration between iBrams and Adobe also has an impact upon investment security and offers the benefits of close integration, facilitates the utilization of all technical possibilities and provides the security of relying on a system that already incorporates the future. Klaus Kurz refers to a "continuous improvement of the products and the available solution landscape." He added: "The web-to-print market will progressively establish itself. The creative processes as well as their release and coordination efforts will increasingly rely on this workflow in the future. Solutions such as iBrams' already banked on a future-oriented market several years ago." That sounds really promising.

Ready for the future

Confident, reliable, innovative:
iBrams is improving from day-to-day.



iBrams platform

Web-based world-wide access to a central marketing platform with features such as:

- dynamic layout
- automatic image insertion
- administration of image sections
- project management (budget and time planner)
- interface for MAM systems
- interface for media booking
- chart server (generates business charts from excel files)
- 16 interface languages
- 40 languages within InDesign incl. hyphenation
- 25 corporate design field and data rules
- integrated OPI management
- integrated translation management
- price groups and calculation
- paginated brochures
- skin administration
- shop extension
- etc.

In 1995 iBrams was applied for the first time, at a time when the Internet was almost still in its infancy. Since then, iBrams has been increasing its user base year by year, in Germany as well as internationally. One reason for this may certainly be the fact that the system evolved along with market demands and the possibilities of the Internet, which assures users that they are dealing with a completely mature system. Today, companies around the world apply iBrams. They appreciate the future readiness and the innovation strength behind iBrams.

One of many examples.

The Korean tire manufacturer Hankook, one of the largest and most famous in the sector, was searching for a reliable partner to boost their communication and marketing activities in Europe – a search that led to iBrams. Since that time, we have been supporting Hankook with the integration of all necessary marketing measures and, above all, by ensuring a consistent brand image throughout Europe that complies with the worldwide CD and CI guidelines. Ever since, Hankook Europe uses iBrams for handling its entire classical advertising activities, including dealer advertisements, illuminated billboards, posters, super posters, as well as price lists, brochures, POS materials and press kits.

Other international references:

» Lufthansa uses iBrams in cooperation with its dialog marketing agency Wunderman to consistently produce all its relevant marketing materials in six languages.

» Shell processes its whole European advertising material production through iBrams.

» L´Oréal utilizes iBrams for its “Professional” product range and offers 6,000 hairdressing salons in Germany a marketing platform including picture database and online consulting.

» Companies like AIMCO, APS, BMW, Campbell Ewald, CosmosDirekt, DZ Bank, DAIMLER, Linde, Lufthansa, MAN, McCann Erickson, Oliver Wymann, L´Oréal, Shell, Toyota and Würth use iBrams.

If you have iBrams, you can do it

Spot à Porter agency proprietor Marco Di Marco on why he decided on iBrams, the fun of tapping its saving potential and the great feeling that comes from improving the quality of customer communication.

» The agency group Spot à Porter Srl with registered office in Milan is our first partner company in Italy. For well-known customers such as Pirelli, the SoGeGross Group and Fastweb, Italy's second-largest fixed network operator and its leading provider of IP-based multimedia services, the agency relies completely on iBrams for digital brand management – to its customers' fullest satisfaction.

Q: Mister Di Marco, you have already dealt with a daunting project: your agency, Spot à Porter, has digitalized and, with the help of iBrams, has turned the brand management of Italian telecommunications giant Fastweb inside out. Why did you decide on iBrams?

A: We didn't make the decision lightly. This is basically because we were anxious for a solution that is future-oriented as well as powerful and, of course, absolutely dependable. I used the opportunity to analyze all brand management offerings on the market in detail at the 2008 Drupa. Ultimately, there was a clear winner: iBrams.

Q: What exactly tipped the scales?

A: Well, I've just described the priorities that we set. For a start, I was very pleased that iBrams is uncompromising in relying on internationally established standards, such as the Adobe Standard. This gives us a good feeling that we've picked the right horse, since we want to recommend the brand management solution chosen by us with a good conscience. We can be confident that iBrams will integrate all workflows and processes in the areas of marketing, agency, pre-press and printing for many years, including applications that we don't know anything about today.

Q: How exactly do you use iBrams for Fastweb?

A: Look, for a company as large as Fastweb, with all of its local sales outlets, there is a great opportunity to set up a web-based communications platform, with all necessary CI models, fonts, images, etc. We have set up such a platform with iBrams. All Fastweb sales outlets have potential access to it. And thanks to iBrams, every individual can create personalized advertising material there, there tailored exactly to their specific customer, but which also corresponds one hundred percent to Fastweb's CI. From mailings to sales promotions to local ads. Every branch manager still has the freedom to print digitally or conventionally. It's easy to calculate what large savings potential Fastweb can generate here – which is once again a great source of pleasure for us.

Q: It really is obvious what iBrams brings to Fastweb ...

A: Yes! With iBrams, we have provided Fastweb with a solution that increases the brand identity of the company and at the same time fundamentally improves the efficiency of customer communication. To put it another way, we have consistently stopped CI proliferation on the local level and significantly increased the degree of freedom in the design of promotional materials. A situation in which everyone feels better - a true win-win situation.

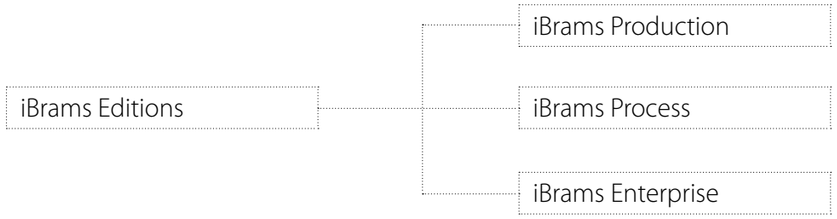
Q: iBrams has its price. Therefore, it must be measurable in a cost-benefit analysis. What does iBrams bring to you as an agency?

A: For a start, as an agency, one has to come to terms with the fact that certain agency services will no longer be able to be reasonably allocated in the future. This includes, for example, the format adaption of advertising campaigns. The added value will soon decrease rapidly here and it is exactly here that iBrams helps us to automate such processes and in this way, to save costs. Another important point: As an agency, we become more effective through iBrams, because the time devoted to strategy is dramatically reduced. This doesn't only save resources, but effectively consolidates our customer relations, and this is the greatest return on our investment. It creates confidence when we can approach our customers proactively and say, "Look, we have a solution here which will help you save money, time and resources." When this solution works as smoothly as iBrams, that is, of course, very nice.

Q: Mr. Di Marco, all companies have an interest in tightening their marketing processes and improving workflows. However, the tricky point is this question: How can the existing processes be prepared in such a way that they can also be optimized with a brand management solution such as iBrams?

A: The reflection of the existing processes is certainly the most complex step in the implementation of iBrams. It cannot be underestimated. But from our own experience we know there are far fewer problems than we would have expected. And mid-size companies are more than happy to make the effort. Why? Because they need their processes to be tightened for purely commercial reasons. Making the most of your savings potential is the immediately pressing need. And if you have iBrams, you can do it.

Mr. Di Marco, thank you for your time.



Editions

Start small, get bigger – iBrams grows with your tasks.

iBrams perfectly fits your requirement, whether it be traditional web-to-print or a global solution for companies: everybody can start with the iBrams Edition, which fits ideal to his needs, and can upgrade as soon as his ideally requirements increase.

iBrams Production

» Ideal web-to-print solution including all major functions which you need to create right away: ads, brochures, office print supply and other advertising material, for local adaptation. Workflow management, project and media administration, and shop system interface inclusive – just perfect.

iBrams Process

» The perfect solution for all who want to implement web-to-print in international projects. Everything is possible and can be used immediately after installation: interfaces, customized skins, client management, dynamic administration of meta data, translation workflow, integration into production systems, project planning including budget- and time management, dynamic layouts – and everything in more than 13 languages.

iBrams Enterprise

» The platform for powerful brand or marketing portals. Complete integration in existing system architecture, interfaces to external databases and applications like ERP, CRM or PIM. High level of automation in the development of advertising material, possibility of online media planning and booking, including scalable layouts. Just to meet any possible requirements.

Get a picture of iBrams – through a personal product presentation! For an appointment, call us at +49 69 405 66 93 10 or visit our information platform at www.ibrams.com.

iBrams product overview

iBrams Rendering Engine (RE) incl. Adobe InDesign Server CS3	Production	Process	Enterprise
RE incl. Adobe InDesign CS3 Server - Single Instance Premium License	•	•	•
iBrams Core Functions			
System Administration	•	•	•
User and Group Administration	•	•	•
Protocol	•	•	•
Template Catalog	•	•	•
Media Catalog	•	•	•
Rule Management	•	•	•
Project Management	•	•	•
Production Overview	•	•	•
Workflow Administration	•	•	•
Price Groups and Calculation	•	•	•
Order and Production Forms (JDF Support)	•	•	•
Meta Data Administration		•	•
Groupable Metadata		•	•
User Profiles		•	•
Media Asset Center (Administration of more than 60 different file types)		•	•
Data Catalog		•	•
Campaign Administration		•	•
Project Planner		•	•
Skin Administration (administration of more than one iBrams skin within one installation)		•	•
Image Sections		•	•
Automatic Media Import		•	•
iDA		•	•
Media Download		•	•
InDesign Snippet Extension (template within a template)		•	•
Translations		•	•
Page Dynamics		•	•
Print Shop Interface		•	•
Brand Portal Integration (Single Sign On)			•
Extensive Web Service Support (SOAP API)			•
iBrams Field and Date Rule Types	**Production**	**Process**	**Enterprise**
Plain Text	•	•	•
Formattable Text	•	•	•
Tab-Based Table	•	•	•
InDesign Table	•	•	•
Image Insertion	•	•	•
Text Style Splitter	•	•	•
Bullet Point Text	•	•	•
Text Choice	•	•	•
Text Rule Combination	•	•	•
Search and Replace	•	•	•
Automatic Image Insertion (from iBrams Data Catalog)		•	•
Automatic Image Insertion (from File System)		•	•
Barcode Generator		•	•
Layout Switch		•	•
Frame Positioning		•	•
Conditional Switch (adjustments also)		•	•
Multiframe Content Insertion		•	•
Database Content Choice		•	•
Paginated Brochures (incl. automatic pagination)		•	•
Image Section Function for Image Insertion Field Rule		•	•
Global Database Connector			•
Scriptable Field Rule			•
Adobe Indesign Server Multi-instance Support			•
iBrams Additional Core Functions	**Production**	**Process**	**Enterprise**
Dynamic Layout		optional	optional
Chart Server (generates business charts based on Excel files)		optional	optional
Shop Extension (shopping cart, interface for processing)		optional	optional
Universal MAM Interface incl. SDK for further development of interfaces		optional	optional
Xinet Interface	optional	optional	optional
Portal Connections (Single Sign On)		optional	•
Web Service Support (SOAP API)		optional	•
Field Rule API		optional	•
Connector to external databases like MS SQL, Oracle, DB2		optional	•
Global Database Connector	**Production**	**Process**	**Enterprise**
Scriptable Field Rule		optional	optional
Adobe Indesign Server Multi Instance Support		optional	optional
Advertising		optional	optional
Mailing		optional	optional
Outdoor Advertising		optional	optional
Audio		optional	optional
Catalog		optional	optional
Video		optional	optional

Locations

Frankfurt/Germany
Munich/ Germany
Paris/France
Zurich/Switzerland

iBrams usage worldwide

Düsseldorf/Germany
Hamburg/Germany
Frankfurt/Germany
Munich/Germany
Stuttgart/Germany
Milan/Italy
Lausanne/Switzerland
Lucerne/Switzerland
Kloten/Switzerland
Steinhausen/Switzerland
Zurich/Switzerland
Cheshire/England
London/England
Edinburgh/Scotland
Dublin/Ireland
Moscow/Russia
Prague/Czech Republic
Warsaw/Poland
Chicago/USA
Cupertino/USA
Dallas/USA
Denver/USA
Detroit/USA
Los Angeles/USA
New York/USA
Seoul/South Korea
Bangkok/Thailand

Imprint

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