# LAGO

Enterprise Marketing Collateral Made Easy

**LAGO**

# MARKETING
# **AUTOMATION**

**LAGO has been a reliable multichannel marketing solution for over 20 years for both Retail and B2B. LAGO automates and optimizes multichannel marketing activities, significantly cutting production time and costs.**

### PRODUCT OVERVIEW

At its core, LAGO is a PIM, DAM and Marketing Production solution with an integrated checkpoint-based workflow and proofing system.

LAGO consolidates data and assets from multiple sources in a central repository for use in various marketing channels. Projects for e-commerce, print, mobile, social media, and point of sale can be planned, produced and output directly from LAGO.

By combining data and assets from multiple sources in a unified view, we enable marketers to more efficiently plan projects with better insight. Additionally, complex regionalization and versioning scenarios are easily executed using LAGO.

At the production level, our InDesign plugin brings the assigned data and assets directly to the page. Persistent linking ensures that both data and assets are 100% accurate and always up to date.

**SOFTWARE**          **CONSULTING**          **DEVELOPMENT**

### OUR SERVICE PORTFOLIO

The Comosoft service portfolio covers three core areas: Software, Consulting and Development Services. Our team is comprised of long-term employees with diverse industry and technical backgrounds. To ensure quality, all Comosoft software solutions are developed internally–we never outsource.

**LAGO**

MOBILE          E-COMMERCE          SOCIAL MEDIA          PRINT          STORE

**LAGO**

**STRONG** CORE

*A strong core is our foundation for success. The LAGO Core in combination with one or more LAGO Modules, enables full control of your marketing collateral from planning to output–all using a unified solution.*

## PROCESS

LAGO makes executing channel-specific projects easy: using a pre-defined workflow, simply follow the steps to plan, produce and output your marketing collateral. With our Adobe InDesign® plug-in, LAGO links data and assets from the PIM and DAM (database) directly to documents. Data and assets are constantly updated until the page is locked for final approval.

True to LAGO's multichannel roots, projects can easily be output to both print and digital channels. The Digital Output module can automatically generate documents with clickable areas, linked back to the web shop.

**AUTOMATIC** PRODUCTION

### CORE

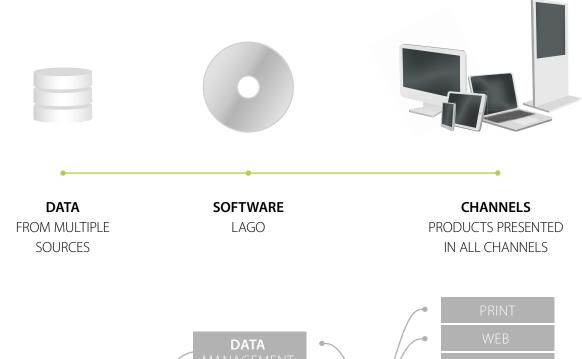| | |
|---|---|
| **PIM** | Manage product data for multiple regions/versions. |
| **DAM** | Manage all types of assets and media. |
| **PLANNING** | Plan and organize channel-specific projects. |
| **WORKFLOW & PROOFING** | Set up checkpoint-based workflows with integrated proofing and approval cycles. |
| **ADMIN** | Use Admin to configure the system (i.e. role and user rights, import/export, workflow parameters, etc.) |

### MODULES

| | |
|---|---|
| **PRODUCTION** InDesign Plugin | The Production plugin enables direct linking and dynamic updating of product data and assets within InDesign. |
| **E-COMMERCE** Interface | Export data to an e-com website by simply assigning products to their respective categories. |
| **DIGITAL OUTPUT** Export Channel | The Digital Output module automates the creation of digital publications, with associated URLs and rollovers. |
| **E-PAPER** Marketplace | The E-Paper Marketplace provides a platform for hosting digital flip-book-style publications, integrating seamlessly with the Digital Output Module. |
| **ONE2ONE** Connector | One2One Module for web-to-print as well as personalized communication in print and online channels. |

**DATA**
FROM MULTIPLE
SOURCES

**SOFTWARE**
LAGO

**CHANNELS**
PRODUCTS PRESENTED
IN ALL CHANNELS

PRODUCT DATA

DATA MANAGEMENT

PROJECT PLANNING

PRODUCT PLANNING

PRINT
WEB
MOBILE
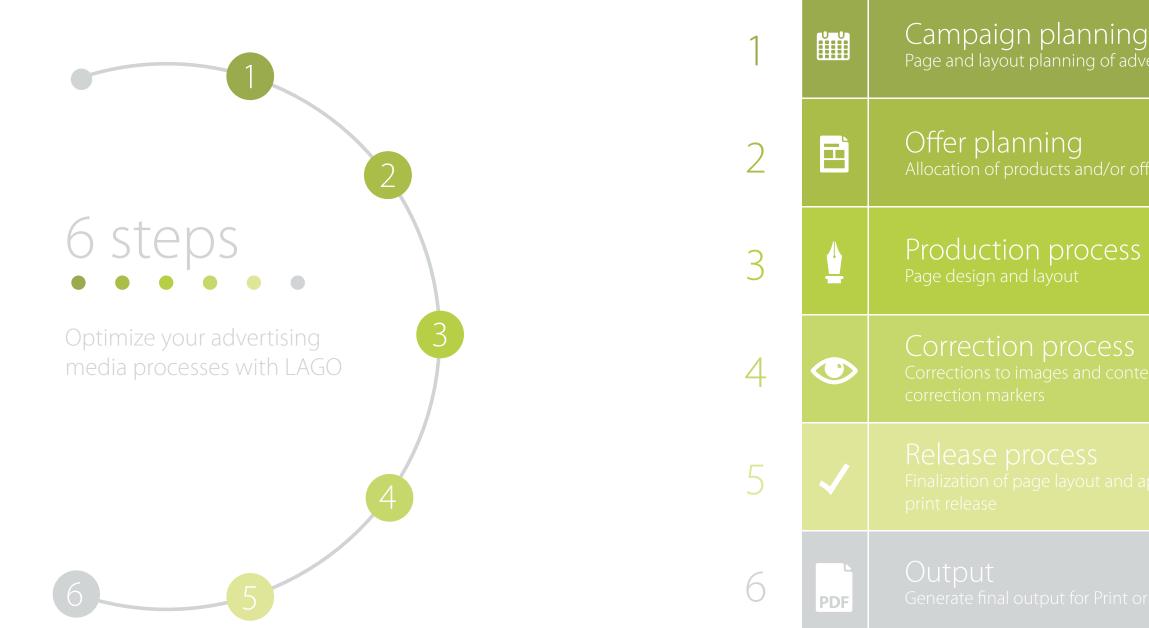POS
MARKETPLACES
NEWSLETTER
E-PAPER

**LAGO**

**WORKFLOW**

LAGO's Workflow Management enables your marketing production process to run efficiently and smoothly, even with large data sets and complex versioning. Our workflow module offers automated task management combined with highly configurable user & group rights

The easy creation and configuration of parallel workflows for different channels (print or digital), provides the means to produce marketing materials while respecting each channel's nuances.

LAGO's Workflow Engine automatically assigns jobs to teams (or individuals) and monitors their progress through completion. Reporting tools let you keep on eye on production and immediately identify possible bottlenecks. Because of its modular nature, LAGO is able to produce multichannel marketing materials from planning all the way to output.

6 steps

● ● ● ● ● ●

Optimize your advertising media processes with LAGO

1

2

3

4

6 5

| | | |
|---|---|---|
| 1 | 📅 | Campaign planning<br>Page and layout planning of advertising |
| 2 | 🗔 | Offer planning<br>Allocation of products and/or offers to the page |
| 3 | ✒ | Production process<br>Page design and layout |
| 4 | 👁 | Correction process<br>Corrections to images and content with digital correction markers |
| 5 | ✓ | Release process<br>Finalization of page layout and approval for print release |
| 6 | PDF | Output<br>Generate final output for Print or Digital |

# LAGO

**OPTIMAL**
DISTRIBUTION

Our new One2One Module enables marketing to individual customers through print and/or online campaigns (i.e. newsletters, landing pages or online banners). One2One also includes an integrated web-to-print portal to create and edit print previews.

## HIGHLIGHTED **FEATURES & BENEFITS**

- **Unified data set**, optimized for all channels

- Easily create and manage **complex versioning** scenarios

- **Access via web** to all relevant info throughout the workflow

- Straightforward Integration with existing **system architecture**

- Highly configurable **data hierarchy & taxonomy**

- Edit data in one place for **system-wide updating**

- **Central product asset source** for all marketing publications

- Seamless **Adobe InDesign®** **integration** for database-supported print production

- Maintain **accuracy and consistency** across your brand

- Enable multi-department **collaboration**

- Create **multilingual** marketing collateral with ease

- **Automated task allocation** results in enhanced organization and shorter production cycle

- **Placeholder technology** for automated on-page data and price and data updates

- Enables **harmonization** of all marketing channels

- **Decrease response time** to market changes

- Gain insight through **customized reporting** options

LAGO Asset Management oversees hundreds of Terabytes of Digital Assets for our customers *every day.*

LAGO currently produces thousands of different digital and print publications in over 18 different languages and hundreds of regional zones–*weekly*–in a fully automated process.

**DID YOU KNOW?**

LAGO helps over 7000 users daily to plan, produce and simultaneously output to any and all marketing channels, in a seamless, end-to-end workflow.
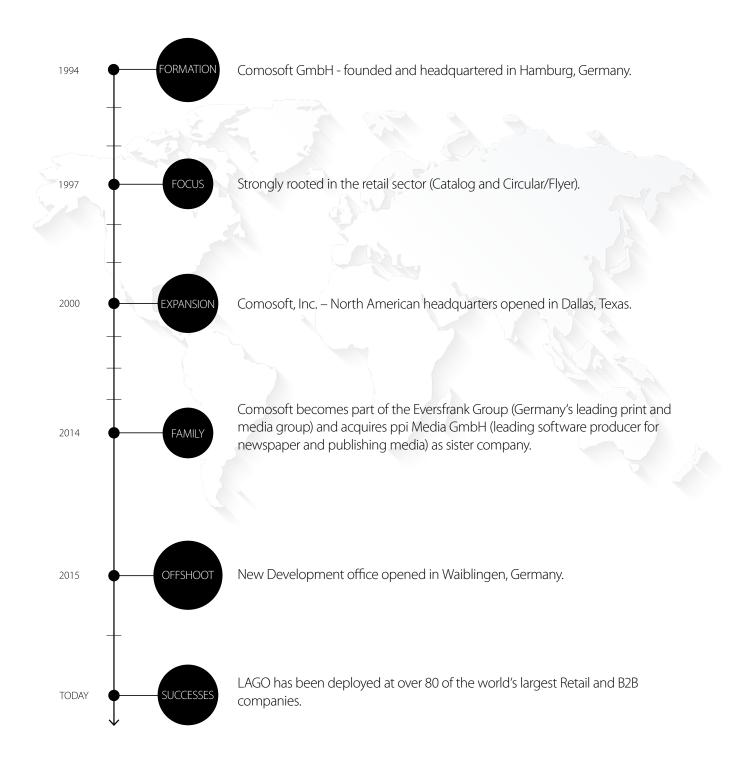
LAGO easily manages several million SKUs–*with hundreds of fields,* in our Enterprise level PIM.

LAGO's intuitive user interface is multilingual and has been deployed in more than *24 countries.*

# ABOUT **US**

**OUR STORY**

| | | |
|---|---|---|
| 1994 | **FORMATION** | Comosoft GmbH - founded and headquartered in Hamburg, Germany. |
| 1997 | **FOCUS** | Strongly rooted in the retail sector (Catalog and Circular/Flyer). |
| 2000 | **EXPANSION** | Comosoft, Inc. – North American headquarters opened in Dallas, Texas. |
| 2014 | **FAMILY** | Comosoft becomes part of the Eversfrank Group (Germany's leading print and media group) and acquires ppi Media GmbH (leading software producer for newspaper and publishing media) as sister company. |
| 2015 | **OFFSHOOT** | New Development office opened in Waiblingen, Germany. |
| TODAY | **SUCCESSES** | LAGO has been deployed at over 80 of the world's largest Retail and B2B companies. |

# CONTACT

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# COMOSOFT
MULTICHANNEL SOLUTIONS