mediacockpit / priint:suite

From Single Source of Truth to High-End Publication:
mediacockpit + priint:suite

With **mediacockpit** as your central PIM/DAM platform and **priint:suite** as best-in-class publishing automation solution, you substantially accelerate complex print and digital publications—from catalogs and data sheets to price lists.

The **priint:suite** connects systems with touchpoints while enabling automated publication assembly and document updates in Adobe InDesign, Adobe Illustrator and Adobe Express. The result: faster production cycles, fewer errors and consistent branding—all while maintaining maximum creative freedom.

Business Challenges

→ Product and media data often reside in silos (ERP, Excel, network drives, CMS, shop systems)

→ Errors and duplicates cause extra work, inconsistent publications and manual corrections.

→ High costs associated with revision rounds, language versions and price/assortment updates.

→ Merchants and marketplaces require standardized data exports, which are complex and time-intensive to maintain.

→ Content is frequently maintained across multiple channels (print, web, e-commerce, social media), often without clear processes or approval workflows.

Strategic Objectives

→ **End-to-end-automation** from PIM/DAM records to final layouts

→ **Faster time-to-publish** for comprehensive catalogs and variants

→ **Reduced errors and costs** through live data binding instead of static exports

→ **Scalability and internationalization:** more languages, more assortments, more channels

→ **Efficient multi-channel distribution:** BMEcat/ETIM data seamlessly published—in print, digital, or as dealer feeds

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Why mediacockpit

✓ **PIM & DAM in one platform** (Single Source of Truth) → validated product and media data for all touchpoints.

✓ **Governance & workflows:** quality monitoring, approval processes, translations and versioning in one system.

✓ **Open API & standards:** ETIM/ECLASS, BMEcat seamlessly integrated with commerce/ERP/PLM.

✓ **Golden record logic:** taxonomies, variant management and classifications according to ETIM, ECLASS and UNSPSC.

Why priint:suite

✓ **priint:suite Core** as middleware connects source systems via REST/SOAP/DB/flat files; one interface, multiple outputs.

✓ **priint:suite Workgroup** web interfaces enable business users to create catalogs and control finalized pages.

✓ **priint:comet plug-ins** for InDesign, Illustrator, and Express: automated page generation, intelligent reorganization of page sequences, delta-based updates.

✓ **Server rendering & scalability** (InDesign Server/Renderer) for mass production and web workflows.

✓ **priint:suite** automatically places content in layouts; translation variants can be output automatically.

Strategic Solutions for Common Concerns

"We already export XML/Excel—isn't that sufficient?"
→ Live binding eliminates wait times and export errors; changes flow in real time into layouts.

"Our system landscape is complex."
→ priint:publishing Hub integrates heterogeneous sources with middleware —unified flow instead of point-to-point maintenance.

"We're concerned about losing creative freedom."
→ Automation handles routine tasks; priint:comet remains InDesign-native, templates are freely customizable.

Double your quality & cut production time in half

Book your **"mediacockpit + priint:suite"** demo now – featuring live publishing from PIM record to print-ready file.

→ Book your demo now