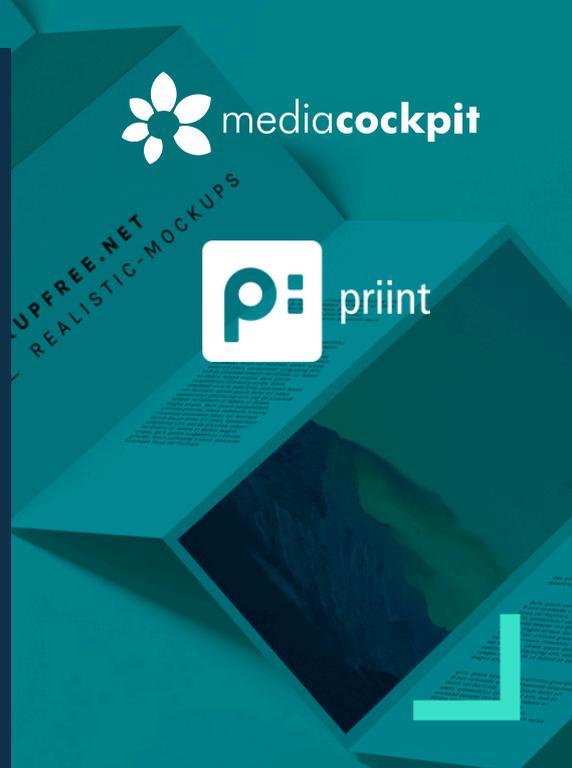


Automated Document Generation from the Cloud— mediacockpit + priint:cloud

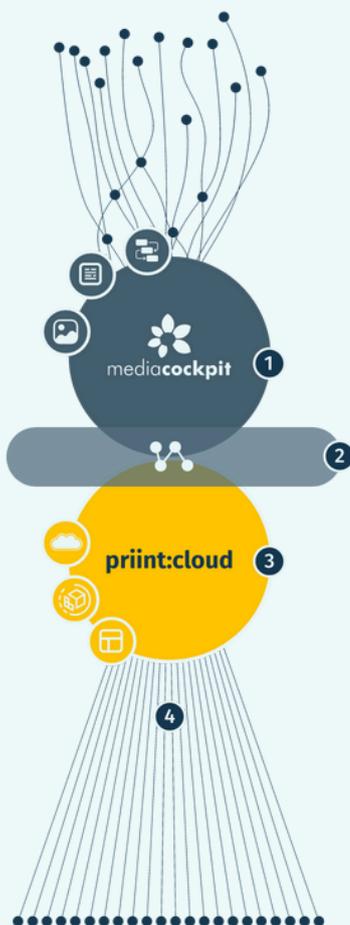
The integration of **mediacockpit (PIM/DAM)** with **priint:cloud** enables fully automated **document creation as a service**.

Via REST APIs, validated product and media data from **mediacockpit** are transferred to **priint:cloud** in real time. Templates are automatically populated with appropriate data and generated as **PDF, PPTX, JPG, or PNG**—whether for individual requests or mass production.

Ideal for **sales, partner portals, or e-commerce**: current product sheets, price lists, or presentations at the click of a button or via API call.



Architecture & Data Flow



1 Data Source—mediacockpit (PIM/DAM)

- Product data, pricing, copy, translations, images and media
- Workflows for approvals, versioning and translation
- API endpoints for product and asset queries

2 REST API Integration

- mediacockpit transmits structured data (JSON/XML) to priint:cloud
- Authentication via OAuth2, HTTPS
- Optional: event-based (trigger) or batch (scheduler)

3 Publishing Engine—priint:cloud

- Cloud-based platform for document rendering
- Templates (e.g., data sheet, price sheet, brochure, PPTX deck) define layout and placeholders
- Template population with live data from mediacockpit
- Documents generated on-demand or via queue job

4 Distribution

- Download via web portal, email, CRM integration, or automatic upload (e.g., DAM, S3, SharePoint)
- Versioning and history available

Automated Document Generation from the Cloud— mediacockpit + priint:cloud



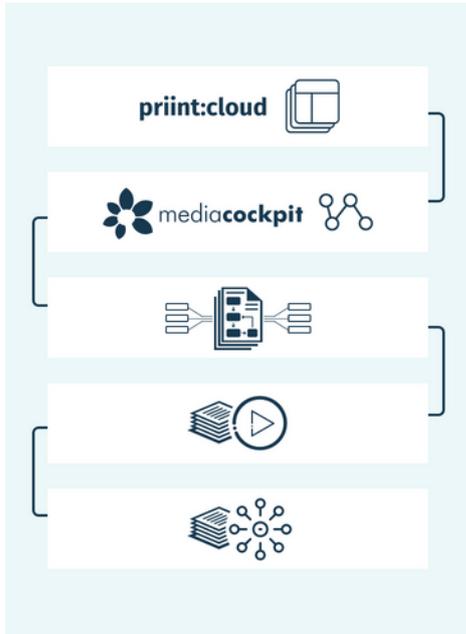
Technical Highlights

	Category	Description
(+)	API Technology	REST/JSON; secure HTTPS communication
(+)	Authentication	OAuth2 / API key
(+)	Trigger Modes	Real-time (event-based) or batch
(+)	Supported Formats	PDF, PPT/PPTX, PNG, JPG
(+)	Rendering Engine	priint:cloud
(+)	Templating	Template-based (CI/CD-compliant)
(+)	Deployment	SaaS / multi-tenant cloud
(+)	Scalability	Elastic cloud scaling (high-load capable)
(+)	Monitoring	Logging and job tracking via dashboard

Integration Benefits Overview

	Topic	Benefit
✓	On-demand publishing	Documents available instantly - no wait time or DTP effort
✓	Automation	Batch/trigger-based → no manual creation
✓	Data quality	Always current, validated data from mediacockpit
✓	Self-service	Users without DTP expertise create brand-compliant documents
✓	Security	Cloud hosting with authentication and logging
✓	Scalability	High performance for large volumes
✓	Integration depth	ERP, CRM, e-commerce and portals can be connected

Automated Document Generation from the Cloud— mediacockpit + priint:cloud



Integration Step-by-Step

- 1 Create template**
(e.g., product sheet, price sheet) in priint:cloud
- 2 Configure API connection**
to mediacockpit (REST/JSON endpoint)
- 3 Define mapping**
PIM fields → template placeholders
- 4 Start document generation**
via API call, button or batch
- 5 Distribution**
automatic storage/delivery to DAM, portal or email

Objections and Reframes

“We have many custom document variants.”

→ Templates + data rules control variants dynamically; no duplicates required.

“The cloud is too insecure.”

→ priint:cloud uses OAuth2, HTTPS, and EU hosting; no persistent data storage.

“Our users don't know InDesign.”

→ No design skills required—everything runs in the cloud via templates.



Generate documents instead of designing them

Experience the cloud integration in action—
from mediacockpit data to finished PDF or presentation in seconds.

[Book your "mediacockpit + priint:cloud" integration demo now.](#)

Automated Document Generation from the Cloud— mediacockpit + priint:cloud



About priint

priint Group | WERK II is an international leader in multichannel publishing software for product communication and automated publishing workflows.

Since 2003, priint Group has helped companies worldwide—from its headquarters in Duisburg, Germany, and international offices—optimize how they communicate product information. Manufacturing, retail, and service organizations rely on priint to streamline workflows, accelerate production cycles, and maintain content consistency across every channel.



priint Group | WERK II Medien- und Informationsgesellschaft mbH
Philosophenweg 51
47051 Duisburg
Germany

info@priint.com
www.priint.com

About Bertsch Innovation

Bertsch Innovation is the company behind mediacockpit, a Digital Experience Platform unifying PIM and DAM in one central solution. With mediacockpit, companies manage their product and media data in a structured, connected, and efficient way.

With over 20 years of experience and more than 1,000 completed projects, Bertsch Innovation delivers integrated solutions connecting product information and media content intelligently—helping organizations digitize their product communication holistically and future-proof their operations.

BERTSCH INNOVATION
smart product information

Bertsch Innovation GmbH
Kronenstr. 25
70174 Stuttgart
Germany

info@bertschinnovation.com
www.bertschinnovation.com