

Press release

## **Integration capability the focus of the Web-to-Publish market overview 2022**

**Friedberg (Hessen), 25.02.2022. In the interactive market overviews Web-to-Publish in the expert portal Melaschuk-Medien.de provider, systems and services around marketing and communication were updated again at the beginning of the year. New filter criteria for integration options were provided in the market overview for systems.**

In the Web-to-Publish market overview, interested parties will find orientation in their search for systems and services in the areas of marketing, product communication and cross-media. Users can filter providers, systems, and services without registering, and the standardized form of the description provides good opportunities for comparison.

Integration capability is becoming increasingly important when designing systems that are to be built via best-of-breed or API-first, for example. But connectivity to partner systems is also important for integrated solutions.

The new filter criteria in the "Integration" section of the System Market Overview are as follows:

- **Standard API**  
Integration takes place by means of a standardized application programming interface (API), which is documented and can be configured by partners for system connection.
- **Connector, plug-in**  
A connector specializes in connecting defined systems and can also be available as a plug-in. A plug-in is an additional tool for a specific application program that extends its functionality or enables data exchange.
- **Converter**  
Converters enable the conversion of data for import or export.
- **Data Hub**  
In a data hub, data from various internal or external data sources is merged, prepared, made available or derived via standard interfaces.

The market overview information is linked in a variety of ways on the Melaschuk-Medien.de expert portal, for example via news, specialist articles or in the "Crossmedia Book", the 5th edition of which will be published in June 2022.

To the Web-to-Publish market overviews:

<https://www.melaschuk-medien.de/markt/anbieter-infopool.html>

<https://www.melaschuk-medien.de/markt.html>

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**Melaschuk-Medien**

Melaschuk-Medien offers provider-neutral consulting and workshops focusing on marketing, web-to-print, web-to-publish and cross-media. The services include requirements analyses, system selection, process optimization and profitability analyses for companies from industry, trade, banking, insurance, public institutions, and media companies. Owner Ira Melaschuk is a lecturer at the University of Wuppertal in the master's program in printing and media technology. Her reference book "Web-to-Publish | Web-to-Media: Guidelines for Cross-Media production" has established itself as a standard work and is used as basic literature at universities and educational institutions.



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