

Prinect Web-to-Print Connector

The Prinect Web-to-Print Connector is an interface with documented specification to receive order and product parameters as well as PDF documents in Heidelberg Prinect production workflow from W2P systems.

- The user programs the interface following the specification and his application purposes.
- The Web-to-Print Connector then automatically generates corresponding production orders within the Prinect workflow system.
- Orders can be created alternatively by importing .csv files.
- Further automation can be achieved by combination with Prinect workflow functionality "Prinect Ganging" and "Smart Automation".

Provider

Heidelberger Druckmaschinen AG
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Reference customers

on request

Application

- ✓ Business-to-Business ✓ Business-to-Consumer ✗ Consumer-to-Consumer

Operator

- ✓ Media service providers ✗ Companies ✗ Publishers

Integrations

- ✓ Standard API ✓ Converter
✓ Connector, Plug-in ✗ Data Hub

Products

- ✗ Advertising material, office equipment ✗ Books, teaching aids ✗ Mercandises, promotional items
✗ Large formats ✗ Catalogues, price lists ✗ Packaging
✗ Newspapers, magazines ✗ Technical documentation

Media channels (internal / external)

- ✓ ✓ Print ✗ ✗ Apps ✗ ✗ Messenger
✓ ✓ Website, webshop ✗ ✗ E-books ✗ ✗ Office applications
✗ ✗ Online, Mobile ✗ ✗ Video/Audio ✗ ✗ Search engines
✗ ✗ Out-of-Home ✓ ✗ E-mail ✗ ✗ Online marketplaces
✗ ✗ E-paper ✗ ✗ Social media

Features

- | | | |
|-------------------------------|----------------------------------|------------------------------------|
| ✓ Closed shop | × Database publishing | × Editorial system |
| ✓ Open shop | × Online data check | × Translation management |
| ✓ E-shop in-house development | × Correction workflow | × Marketing management |
| ✓ E-shop standard system | ✓ Technical workflow | × Media planning, media booking |
| ✓ Printed file upload | ✓ Commercial workflow | × Customer relationship management |
| × Print on demand | × Media asset management | × Cross-media management |
| × Individualisation | × Product information management | × Content marketing management |
| × Personalisation | × Web content management | × Communication |
| × Creation of publications | × Text database | |

Modules

Standalone applicable

Interfaces

Pre-press and printing

Web-to-Print Connector connects web shops with Heidelberg Prinect production system

Order systems

Databases

Other

Licence models

Costs for system setup

Pricing on request at your Heidelberg Sales Unit.

Buying license

Rental license

Heidelberger Druckmaschinen AG

Systems and services

Prinect Web-to-Print Connector