

sellyo®

sellyo® is a highly intuitive B2B tool that allows non-specialists to get enthusiastic about brand communication. CHILI Publisher, the “hottest online document editor”, is already used widely and successfully in many countries as a rendering engine, but has never before been integrated into a comprehensive Web2Publish solution. It offers extensive possibilities to individualize ads, print media, POS media, online banners, teasers, etc. and to visualize the result in real time (also in 3D context).

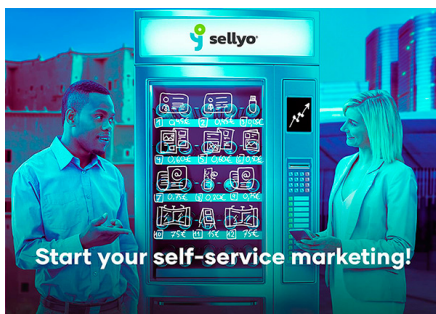
With sellyo® Laudert offers a comprehensive Web2Publish system with a CHILI core, including a shop function based on OXID e-sales. As a pure multi-client solution in the standard version, sellyo® in the enterprise version receives an extended range of functions and roles and can be flexibly adapted to customer-specific requirements thanks to its own Oxid license.

Provider

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Picture gallery



Reference customers

CLAAS, Brillux (Integration of the CHILI-Publisher), Saint Gobain Weber

Application

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

Operator

✓ Media service providers ✓ Companies ✗ Publishers

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	

Additional informations on media channels

Various options for the preparation and individualization of templates:

- independent design and adjustment in the system by the customer
- independent design by the customer, attitude in the system by Laudert
- Design and attitude in the system by Laudert
- in addition, pre-produced print media or advertising material can be ordered in the shop

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	

System basis

Frontend devices	Web-based, responsive web design: usable for all front-end devices, including mobile devices
Frontend operating systems	Web-based system, accessible via all popular browsers
Frontend web browsers	Safari, Firefox, Chrome, Internet Explorer
Frontend technology	HTML5
Server operation systems	
Server technology	CHILI Publisher, OXID eShop, PHP
Webserver	Apache Tomcat
PDF engine	CHILI Publisher
Database system	MySQL
Operating	On provider server or On customer server

Interfaces

Pre-press and printing	Connection to our Laudert digital printing
Order systems	
Databases	
Other	

Licence models

Costs for system setup	SaaS-System, Costs on request, depending on the total volume
Buying license	
Rental license	

Own services in the market overview

Laudert - Media and IT services (Laudert GmbH + Co. KG)

Laudert GmbH + Co. KG

With over 500 employees (including over 90 in IT), Laudert is a strategic and operational partner for your product and brand communication. The efficient combination of media production and IT expertise also benefits the Laudert Studios and Print Services business units. As an implementation partner for IT projects (PIM + DAM, print outsourcing, Web2Publish, dynamic publishing, etc.), Laudert is one of the most powerful on the market.

Provider information

Founding year	1959
Total number of employees	500
Number of employees in Germany, Austria and Switzerland	370
Locations	Vreden, Hamburg, Stuttgart, Bad Waldsee, Bangkok, Ho-Chi-Minh-Stadt
Industry specialisation	
Certificates	"Enterprise Solution Partner" and "Partner des Jahres 2018" from Werk II

Systems and services

LaudertMediaPort®
sellyo®
Laudert - Media and IT services