



Gutenberg

Publishing System®

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Now you can develop catalogs, flyers, and Web sites while increasing staff productivity and decreasing staff costs. The Gutenberg Publishing System®, assists Purchasing, Art and Information System departments manage and streamline their product information flow. This database driven system can be scaled from a few hundred products to hundreds of thousands. By utilising Gutenberg, market leaders are able to maintain real-time product information that is communicated to their clients.

WHAT IS GUTENBERG?

A publishing system that can be linked with InDesign, Quark Xpress, Pagemaker, and Dreamweaver, among others, to create product information catalogs, flyers, and Web sites. This system creates a graphical interface that displays product photos and information in a variety of reports, views and formats.

Having the ability to communicate with SQL, Oracle, and Unix databases, Gutenberg® works with your company's existing software to create a product information platform that everyone can use. This cross platform application allows managers to expand their technological capabilities while reducing staff time and project costs.

BEGINNINGS

Developed in 1995, this publishing system was first used to link a database to Pagemaker desktop-publishing application for a printed business directory. Since then the development of Gutenberg has been updated to include features such as inline graphics and product information flow expansion with intranet and Internet companions.

COMPANIONS AND SERVICES

In order to maintain market leadership, many companies have to keep their customers informed about their products in real-time. This can be challenging in an evolving inventory environment.

INTERNET

The Internet module allows companies to centralize their product information capabilities to their customers without significant cost. The Gutenberg Publishing System® ports product information into industry standard Web design applications such as Dreamweaver and FrontPage. With an ODCB connection, Gutenberg® lets customers search the database for new and current products without the purchase of additional software. Customers can access product information on their time and not have to rely on your business to make a sale.



CATALOGS



The old way of cutting and pasting product information into a desktop-publishing application to build a catalog is eliminated with Gutenberg. What used to take months can now be completed in several days or weeks. Product information is directly ported into InDesign, Quark Xpress or Pagemaker, without the time-consuming process of cutting and pasting.

Styles and formats are carried over, so construction time is reduced, leaving more time for other projects. All product information editing, proofing and updates are completed in the database, so last minute changes are possible and won't delay the production process. Catalogs can be completed on time and on budget.



DATA WAREHOUSING

Data storage of product information is available with Gutenberg. On-site or off-site, product data is secure with our computer servers.

MINI-CATALOGS & FLYERS

To fill in the information gap between catalogs, many businesses create flyers or mini-catalogs to let their clients know what's new on monthly, bi-monthly or quarterly basis. Similar to producing a catalog, these flyers are costly and time-consuming to produce. Built upon the Gutenberg Publishing System® for catalogs, the flyer module allows product information flyers to be produced in days instead of weeks. This frees staff time to work on other projects.



INTRANET

Inside and outside sales representatives have access to real-time product information without relying on hard to understand product data print outs. Whether they are out in the field or in the office reps can view current product information. The graphical interface allows reps to view not only the product description but also the product photo. The intranet companion simplifies product information so it can be used more effectively by those who are selling your products.



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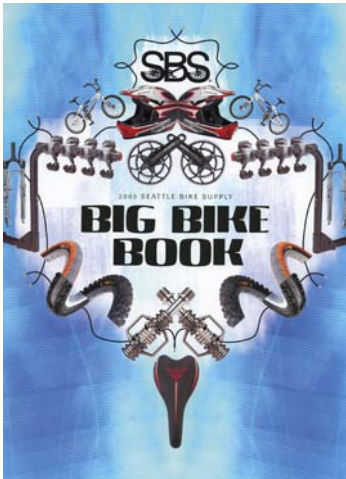
PRODUCT AND INVENTORY
DATA



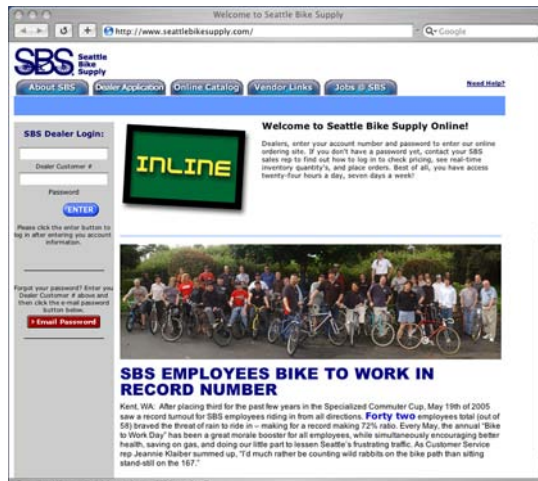
PRODUCT PHOTOS
AND GRAPHICS



Gutenberg®



CATALOGS



INTERNET AND INTRANET



SALES FLYERS