Enterprise marketing production made efficient.

PIM
DAM | MAM
Workflow
Planning
Proofing
Publishing

COMOSOFT
MULTICHANNEL SOLUTIONS

CONTENTS

LAGO

PRINT E-COMMERCE STORE MOBILE SOCIAL MEDIA OTHERS

OUR BUSINESS

MORE THAN JUST TECHNOLOGY

Our multichannel customers represent organizations in a wide range of industries with new challenges every day. Technology plays an essential role here – but technology alone is not enough. Much more important is the coordination of internal and external processes, organizational structures and new requirements of the markets and customers using available technologies.

Enterprises often underestimate the value of establishing change management requirements to ensure successful user adoption. At Comosoft, all of our consultants understand many different end-to-end workflows and how to apply the most optimal LAGO experiences and efficiencies. The best technologies will be able to achieve successful acceptance when your users understand company-wide value.
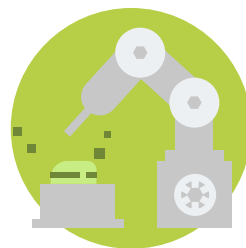
Comosoft supports companies in transforming their marketing processes for over 25 years. We have succeeded in building our expertise in the following sectors based on this experience:

| RETAIL | E-COMMMERCE | INDUSTRY | AGENCIES |

The Right Tool for Every Sector

When choosing the right software, it is essential to have the right partner at your side who can demonstrate sound experience in your sector and who takes the industry best practice and your company into account in their consulting services. With our in-depth and comprehensive industry know-how, Comosoft offers the right software and services with LAGO for an effective and efficient deployment.

We grow with our customers and our customers grow with us!

The requirements of the market and customers change often and only those who have the ability to be agile and evolve with these changes will be successful.

Anticipating the needs of our customers is our core competency. We are constantly performing developments at Comosoft to enhance LAGO into an innovative and reliable multichannel solution – with a constant focus on the needs of our customers. This together with our expertise leads to the development of innovative and efficient industry solutions.

OUR PRODUCT

LAGO SOFTWARE

Multichannel software for automated marketing production

LAGO is a multichannel software application proven for over 25 years at some of the world's largest production operations. LAGO places agencies and enterprises in the perfect position to design their marketing processes efficiently and effectively.
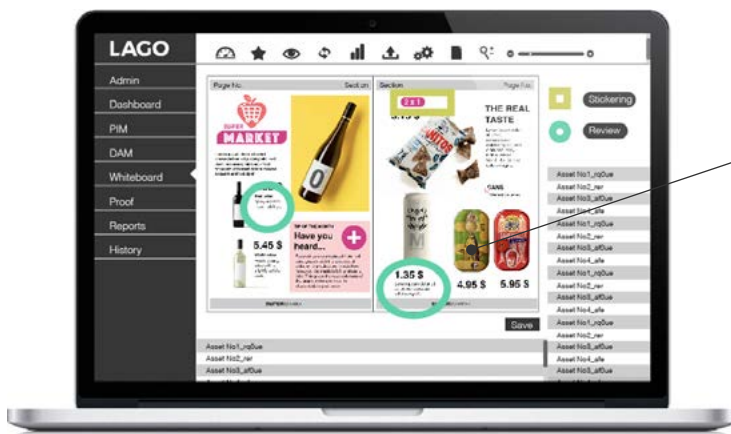
LAGO Whiteboard for space allocation and offer planning.
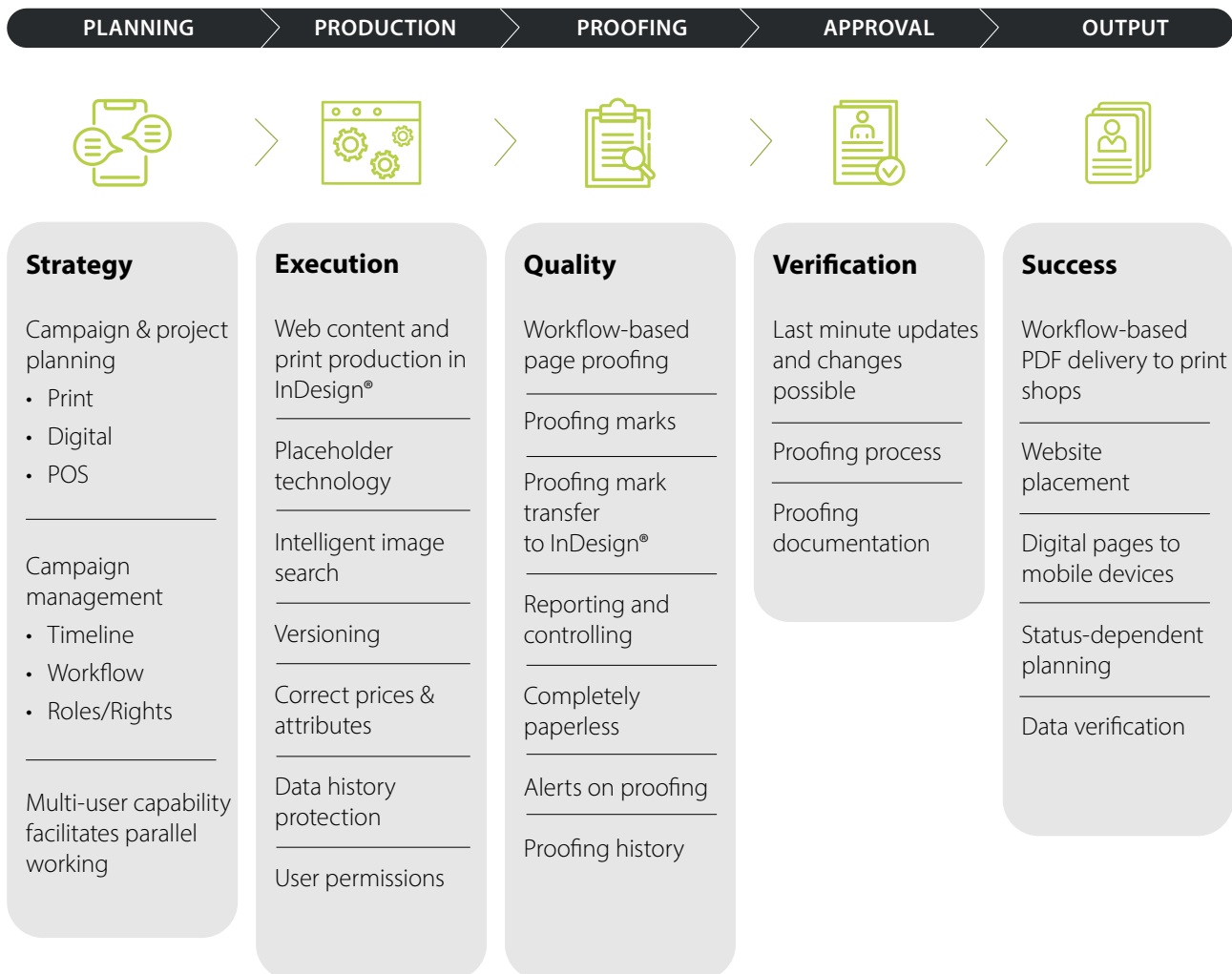
LAGO merges your data from multiple sources to guarantee central and channel-agnostic administration. Organize your marketing projects for print, e-commerce, store, social media and others based on neutral data, and link and route them to the corresponding channels.

ERP & CRM
Procurement
Marketing
Other Systems

LAGO

PIM SYSTEM
DAM SYSTEM
MEDIA PLANNING
WORKFLOW

PROCESS

Plan your channel-specific projects and let LAGO guide you through a highly configurable workflow. LAGO establishes workflow checkpoints from planning through output for all channels. Regardless of whether you need to update new products or prices, LAGO gives you the freedom and flexibility while maintaining control of your projects, even at the last moment.

PLANNING	PRODUCTION	PROOFING	APPROVAL	OUTPUT

Strategy

Campaign & project planning
- Print
- Digital
- POS

Campaign management
- Timeline
- Workflow
- Roles/Rights

Multi-user capability facilitates parallel working

Execution

Web content and print production in InDesign®

Placeholder technology

Intelligent image search

Versioning

Correct prices & attributes

Data history protection

User permissions

Quality

Workflow-based page proofing

Proofing marks

Proofing mark transfer to InDesign®

Reporting and controlling

Completely paperless

Alerts on proofing

Proofing history

Verification

Last minute updates and changes possible

Proofing process

Proofing documentation

Success

Workflow-based PDF delivery to print shops

Website placement

Digital pages to mobile devices

Status-dependent planning

Data verification

While data errors can be corrected relatively quickly in the digital area, incorrectly routed data in the print area is much more cost and labor intensive. Full integration into Adobe InDesign® means that LAGO can deliver your data from the database directly to your promotional content. The fact that the data is linked to the database at all times means that you can update it at any time – even before final output. You can also create a matching digital version of your project which contains clickable areas automatically linked to your website. Our state of the art DIM (Direct Individual Marketing) app enables personalization, for all sales channel output.

Reduce your time to market by up to 50% to enable more multichannel sales opportunities.

KEY **FEATURES**

All your data in one place, optimized for all channels

Worldwide access to relevant information at any time (cloud or on-premises)

Easy connection of external service providers

Quick integration into your existing system landscape (e.g. merchandise management and website) using powerful and proven interfaces

Easily configurable data hierarchy and workflow

Central product data source for external and internal communication

Direct integration into Adobe InDesign® for database-supported print production

CRUD API for flexible integration

Integration of all departments involved in the marketing material production process

Fast and better coordination through automatic job distribution

Versioning for all your marketing channels multilingually and/or regionally (languages/countries/markets)

Placeholder technology for real-time article and price updates

Faster reaction to market changes

OUR SERVICES

FOCAL POINTS & SERVICE PORTFOLIO

The Comosoft service portfolio is made up of these pillars. Our team consults, implements and develops modern software solutions to increase your success with faster speed to market.

SOFTWARE **CONSULTING** **IMPLEMENTATION** **DEVELOPMENT**

COMOSOFT

Retail | Agencies | Industry

Print Marketing Material | Digital Publishing

Circulars | Catalogs | POS | E-Commerce

ENHANCING STANDARDIZED SOFTWARE SOLUTIONS TOGETHER WITH YOU

Within its core functionality, LAGO provides you with optimal support for planning and producing your marketing material. This is where our 25 years of software and industry experience come into play.
We know the sector and the associated production processes and challenges inside out and are here to help you. Comosoft/LAGO has been developing focused solutions in the market since 1994. Making it easier for you and your business by enabling you to benefit from our expert knowledge.

Comosoft developed LAGO so that we can implement customer-specific solutions without being restricted by technical limits. This enables us to support the advantages you have established in the market and streamline your processes.
The agile development methodology we use is based on 'Scrum'. This enables Comosoft to publish new functionalities for you in very short cycles. We also offer you the option to integrate your existing systems using a powerful CRUD API.
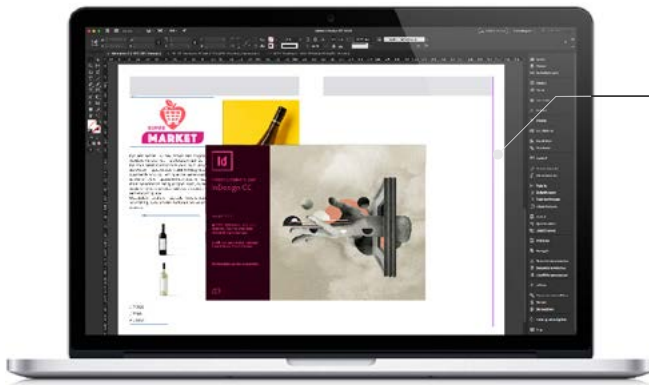
Optimize your work processes directly in InDesign® with LAGO.


ANALYZE, OPTIMIZE, PRODUCE

We attach great importance to integrating our software into your workflow, data model and processes. We have a strong team of experienced project managers at your disposal who perform the implementation projects hand-in-hand with you. To do so, we use both standardized classic and new agile methods.

We start the process with a discovery phase, working together with you to determine the current process and derive the future-state process for producing your advertising material. In doing so, we take into account all the areas involved, ranging from planning to output.

During the development phase, the concepts created are cast in 'bits and bytes' and developed on your behalf. In the deployment that follows, we supply you with the entire system and review the interfaces, system configurations and developments that have been created.
During the delivery phase, before the entire system is put into operation involving user training and a production test, which we refer to as pilot simulations. The system then goes into production once these phases have been successfully completed.

✓ **DISCOVERY**
✓ **DEVELOPMENT**
✓ **DEPLOYMENT**
✓ **DELIVERY**

PRODUCTION
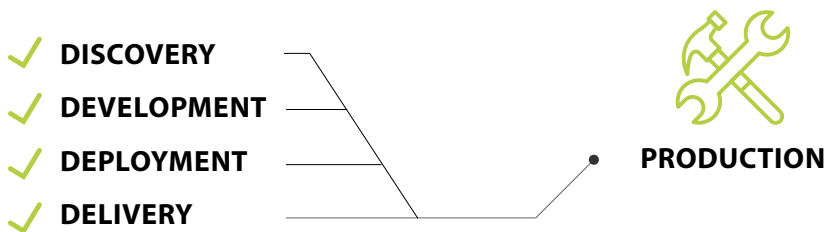
CUSTOMER BENEFITS & AWARDS

7 REASONS FOR CHOOSING COMOSOFT

GOAL Our goal is to enhance marketing and drive business value.

INDEPENDENT Our passion is to develop, implement and personalize LAGO using just our own in-house team.

AGILE Our agile software teams allow us to react quickly to your requirements.

EFFICIENT LAGO stores all the relevant data centrally, ensuring its consistent use in the production of your advertising material.

QUALIFIED We are proud of being a strong team that draws on more than 25 years of industry experience to plan, produce and develop.

FLEXIBLE Intelligent layout handling for database updates and real-time changes to data in quick reaction to the market – even just before printing.

MULTICHANNEL Regardless of whether destined for print or digital, your product data is automatically exported to all sales channels.

OUR AWARDS

Comosoft has been setting standards as a technology provider in the multichannel solutions sector for many years, and has succeeded in firmly establishing LAGO, its tried and tested software solution, in the market. We are delighted to announce that LAGO has recently received the following awards.

IT INNOVATION AWARD 2018
IT INNOVATION AWARD 2015
INDUSTRY AWARD 2015

ABOUT US

COMOSOFT – DIGITAL MARKETING TRANSFORMATION FOR OVER 25 YEARS

Comosoft GmbH was founded in Hamburg in 1994 and in its more than a quarter of a century of success, has succeeded in establishing itself in the retail, mail order, e-commerce, industry and manufacturing sectors as a global pioneer for PIM and multichannel solutions systems. The goal of Comosoft has always been to provide customers with platforms that allow them to meet the challenges of Omnichannel business.

Today, Comosoft GmbH operates from the three main sites in Hamburg, Dallas (TX) and Chicago (IL) in addition to various sales offices nationally and internationally. However, the Comosoft philosophy is much more comprehensive than simply offering software products to the market. Instead, it is the close interplay between consulting, software and innovation that allows Comosoft to implement successful projects in suppor-

ting Omnichannel businesses. At its heart, Comosoft is a company that develops software and implements for companies with on-premise, subscription or SaaS options.

However, it is becoming increasingly clear to us that software alone is no longer enough for our customers: The software and associated consulting and implementation services also need to be executed – coupled with an understanding of the present situation, but also with innovative foresight, since the decision in favour of this type of software and the associated partner amounts to a long-term business relationship. Comosoft supports you in digitalizing your marketing processes to facilitate an efficient, effective but also ecological multichannel.

VALUES

We operate under the name Comosoft as a strong unit that stands for important values – something we have been doing for more than 25 years. For us, these values represent qualitative factors that we live every day and secure both our success and that of our customers.

WE **EMPOWER** CUSTOMERS.	**TRUST & INTEGRITY** ARE PARAMOUNT TO US.	WE BELIEVE IN MUTUAL **RESPECT**.	WE TAKE **ACCOUNTABILITY** SERIOUSLY.
Paul	**Myra**	**McKelly**	**Devika**
Progress is created by balancing concepts, process, technology, people and bringing innovation to our customers.	We are honest, do what is right and act in the interest of our customers, employees and stakeholders. We protect our customers' data and information.	Each associate highly respects customers and colleagues. We support each other and strive for the well-being of our customers.	We accept responsibility and learn from our mistakes.

WE EMBRACE **DIVERSITY**.	WE ARE **EXPERIENCED**.	WE ARE **ADAPTABLE**.	WE HAVE **FUN**.
Michael	**Johnny**	**Viktoria**	**Monica**
As a global company we believe in the power of people.	Learning and teamwork are paramount to us. We are experts through decades of experiences.	Stability allows us to move forward, flexibility enables us to adapt to change.	Passion and humor fuel our team efforts.

CONTACT

EUROPE

Comosoft GmbH
Hindenburgstrasse 49
22297 Hamburg, Germany

+49 40 8533180
info@comosoft.de
www.comosoft.de

Comosoft Technology Spain S.L.
c/o Vortex Centro
C/ Sorní 12 – entresuelo,
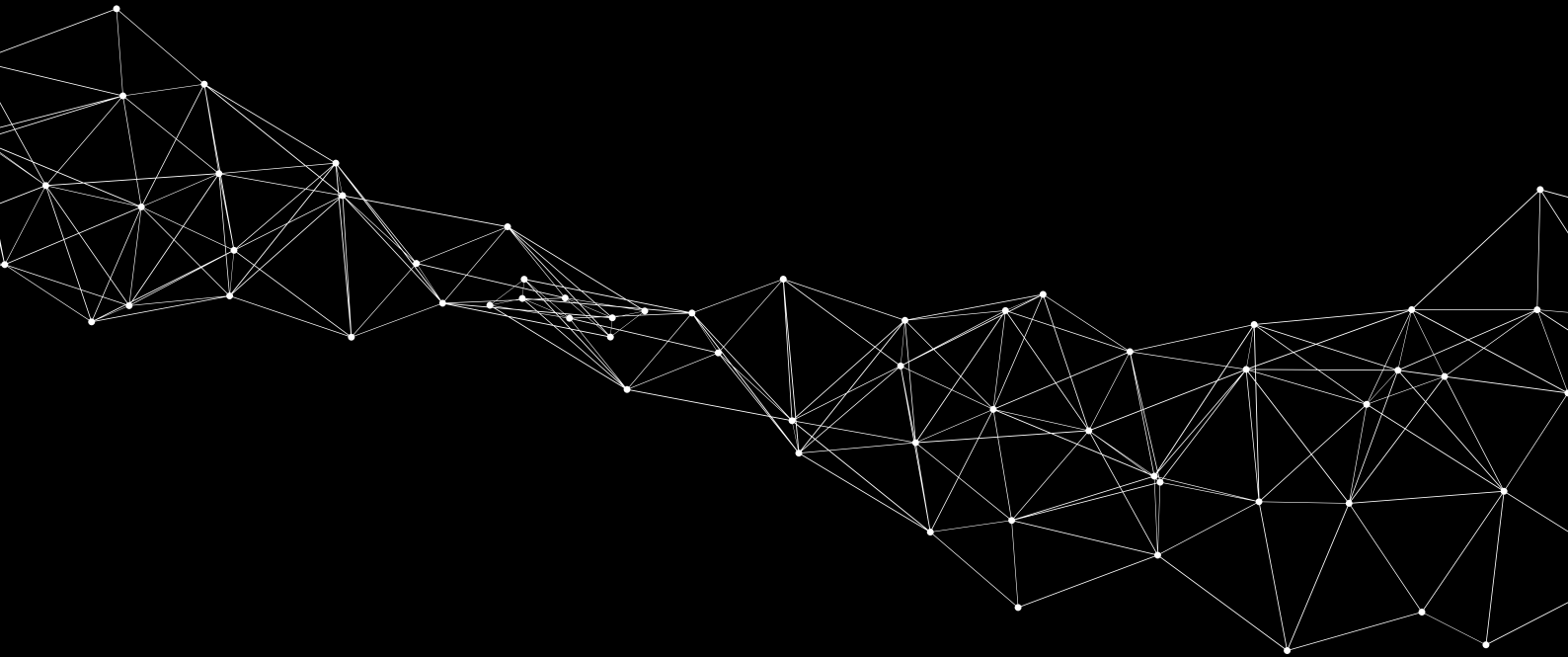46004 Valencia, Spain

info@comosoft.es
www.comosoft.es

_____

AMERICAS

Comosoft Inc.
7250 Dallas PKWY, Suite 400
Plano, Texas 75024, United States

+1 469-633-1650
info@comosoft.com
www.comosoft.com

+51 922379979
info@comosoft.com
www.comosoft.lat