01. PIM
02. DAM
03. PRINT
04. PRAISE

MAGIC*TRINITY*.com

Prepare for the smoothest entry into the world of PX:

Three partners to give you a head start. Three solutions in two needs-oriented entry packages allow you to quickly leverage your product data and images to produce simple publications. Welcome to the world of PX.

akeneo   tessa   InBetween

What is the Magic Trinity?

Making the move to modern digital marketing and shaping a fantastic product experience doesn't have to be difficult. You can take the first steps by trusting our entry solution for PIM, DAM and Publishing with a proven combination of excellent and leading components.

You want your customers to experience your products consistently wherever they find you?

Your **customers expect information and details to be the same** whether they browse your web shop, find you in marketplaces, inside an actual store or by reading a printed or digital catalog.

Content is king, they say. But how do you translate this for your business? You have a clear need to achieve product consistency across all your marketing channels, but you find getting started in digital marketing somewhat daunting?

The Magic Trinity: We provide you with a **proven combination** of excellent and leading components for a unified approach to manage your product experience: a solution to manage your product information, to manage your digital assets and to publish digitally or printed on paper.

Our approach delivers an **exceptional user experience for your teams** working with product information, product images and product leaflets, brochures or catalogs.

Akeneo PIM

In Akeneo, you see your assets exactly where you want them to be.

This guarantees that your product data is the trusted single source of truth at all times.

01

TESSA DAM

With TESSA DAM you create the single point of truth for all your product images. Easily search, create users, and transform your images. TESSA is the world's most integrated digital asset management system for Akeneo PIM and InBetween Digital Print as well, for multichannel marketing strategies.

02

InBetween

As the world's leading provider of agile digital print publishing software, InBetween Deutschland GmbH has been synonymous with powerful solutions for dynamic and data-driven publishing automation with a focus on a perfect product experience for more than 30 years.

03

InBetween

As a global leader in digital publishing solutions, InBetween Deutschland GmbH has been at the synonymous forefront with high performance dynamic and database publishing for more than 30 years. The magic of simplicity is a key standard for all InBetween software. This cultivates creative ease and production of any kind of digital or print publications, whether it be catalogs, datasheets or price lists, in a fully or partially automated manner and in a vast variety of output forms and languages. Furthermore, our Professional Service Team ensures that you and your projects are always in good hands. Thanks to InBetween, in-house teamwork, whether it be local, remote or cross-continental, flows easily and efficiently through your publications for marketing, sales and technical documentation. InBetween automated printing processes effortlessly connect the digital world to the print world, which not only saves you time, money and energy, it equally takes your customer experience to the next level.

inbetween.com

TESSA

For more than 20 years EIKONA Media, the agency behind TESSA DAM, has been implementing data management systems as well as content and e-commerce solutions tailored to the needs of its customers.

As a strategic partner, EIKONA Media analyses business processes and develops custom communication tools and e-business solutions. In this way, the agency creates efficient processes, establishes high-quality B2B services and supports the customer for getting a great cross-channel experience.

EIKONA Media is on fire in the digital world of media. Software like the Digital Asset Management solution TESSA DAM or Connectors like the Akeneo-Tradebyte-Connector and the Akeneo-Shopware-Connector are just a few results of the many years of dedication and passion to develop digital experiences.

tessa-dam.com
eikona-media.de

InBetween
NEXT LEVEL PUBLISHING

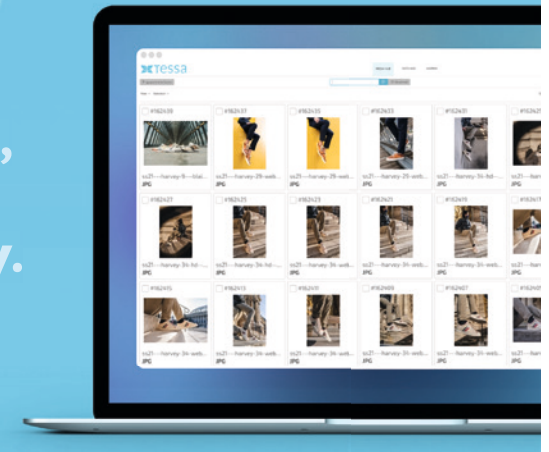Simplify the complexity with an intelligent automated Digital Publishing solution.

Speed up.
Reduce errors.
Save costs.

tessa

DIGITAL ASSET MANAGEMENT

The smart way, to manage media digitally.

THE BUNDLES

Doublelution

DAM + Print Bundle (SaaS)

Use Change with the Doublelution bundle to get started with modern digital marketing in your business. This simple approach gives you the opportunity to gain your first experience in Digital Asset Management and Digital Print.

With TESSA you have the possibility to manage all your product images digitally. You can also store product data at each digital asset.
By connecting to InBetween's Publication Wizard, you can drag and drop assets with product information to create simple digital publications.

Magic Trinity

PIM + DAM + Print Bundle (SaaS)

With this bundle you get a proven combination of PIM, DAM and digital publishing. In contrast to the Doublelution bundle you get a fully featured PIM system in the community edition of Akeneo. Unleash the full potential of your product experience.

With PIM, you quickly gain better control over your product information, improve data consistency and quality, and simplify the flow out to your sales and marketing channels. With this bundle, you can link your product data from Akeneo with assets from TESSA. You can then create your desired publications via InBetween.

	Doublelution	Magic Trinity
Akeneo PIM		
Central Product Data Management		■
Translation Management		■
Easier migration, maintenance and cleansing of your data		■
Open Source: System can be extended individually		■
TESSA DAM		
Automated conversion in almost all basic formats	■	■
Detailed rights management on field level	■	■
Preview for all basic formats	■	■
Collaboration via upload folders and collections	■	■
InBetween Print Publishing		
Automated PDF creation	■	■
Easy online publishing	■	■
Easy creation of sections, static and master pages	■	■
Creation of preview and select pages	■	■

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akeneo

Salvatore Accaputo
CEO, EIKONA Media

s.accaputo@eikona-media.de
+49 9381 7177 8741

"Looking for the right way to enter
the digital world of media? Contact
my team today and let's pave that
way forward for you!
Our certified PIM and DAM experts
are ready for your next project.
Let's talk!"

EIKONA Media GmbH
www.eikona-media.de

Peter Flory
Sales Director, InBetween

peter.flory@inbetween.de
+49 711 7223 3225

"Want to find out more on how we
can personally bring the magic of In-
Between to your business publicati-
on process? Contact my team today
and we look forward to co-creating
with you!"

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