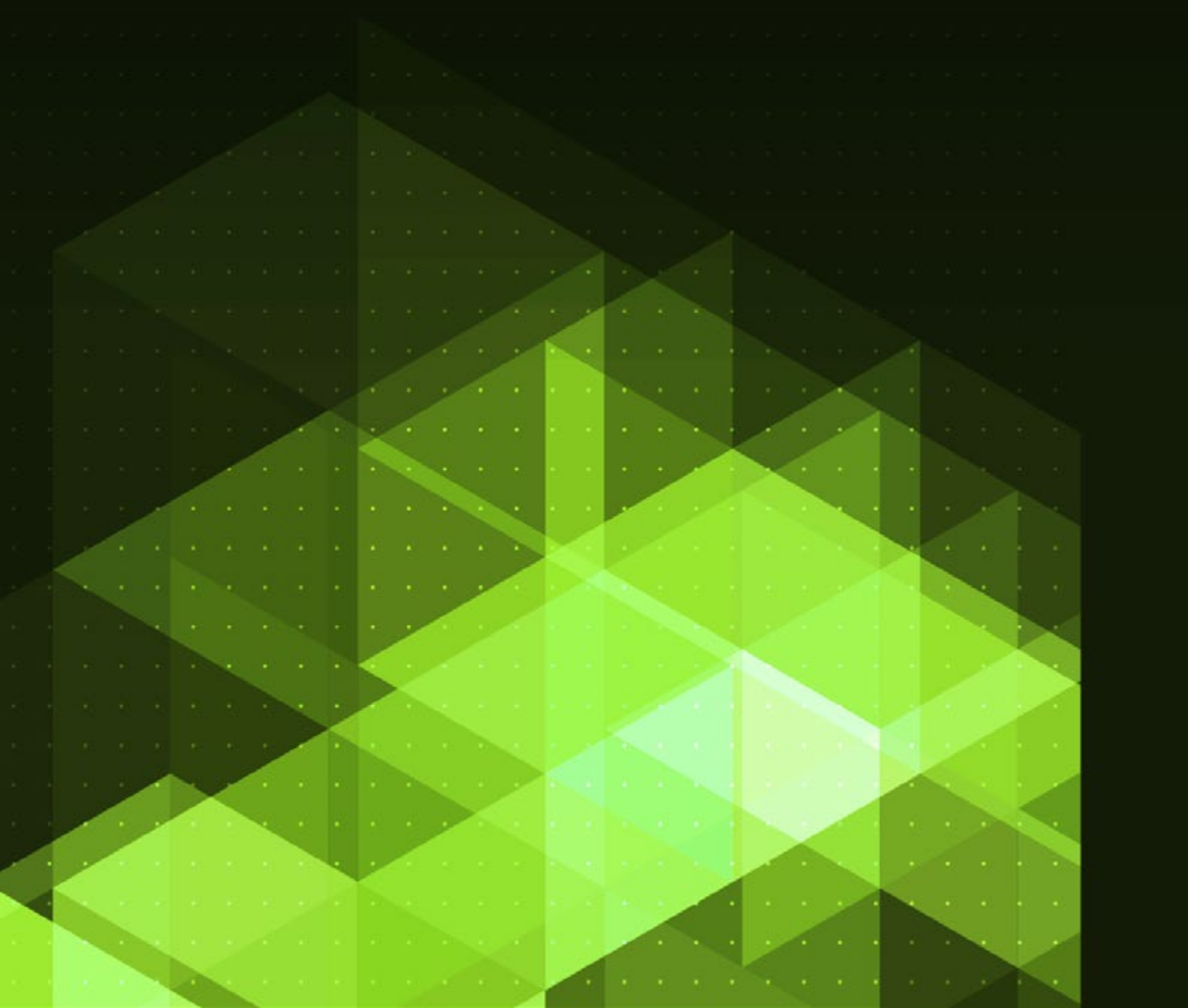# LAGO

A brand of Comosoft. Be inspired!

LAGO

MARKETING
AUTOMATION

The LAGO software has been a reliable multichannel solution for over 20 years and has helped businesses in trade and industry to make their marketing processes more efficient and effective.

LAGO consolidates data from several of your sources for central and media-independent management. Based on neutral data, marketing projects for e-commerce, print, mobile, social commerce and point of sale can be organized, linked and directly exported into the appropriate channels.

MASTER DATA ARTICLE DATA
DYNAMIC DATA PRICES
EXTENDED DATA ASSETS
CONTROLLING DATA USE
TRANSACTION DATA CUSTOMER INFORMATION

LAGO

MOBILE   **E-COMMERCE**   **SOCIAL MEDIA**   **PRINT**   **STORE**

LAGO

MARKETING AUTOMATION **LAGO**

STRONG
CORE

PRODUCT SUMMARY

A solid base is the foundation for your success. Based on the LAGO Core concept which can be supplemented by LAGO Channels, you can control all relevant advertising channels from a single system. Our channels are in some cases also available as standalone software.

CORE

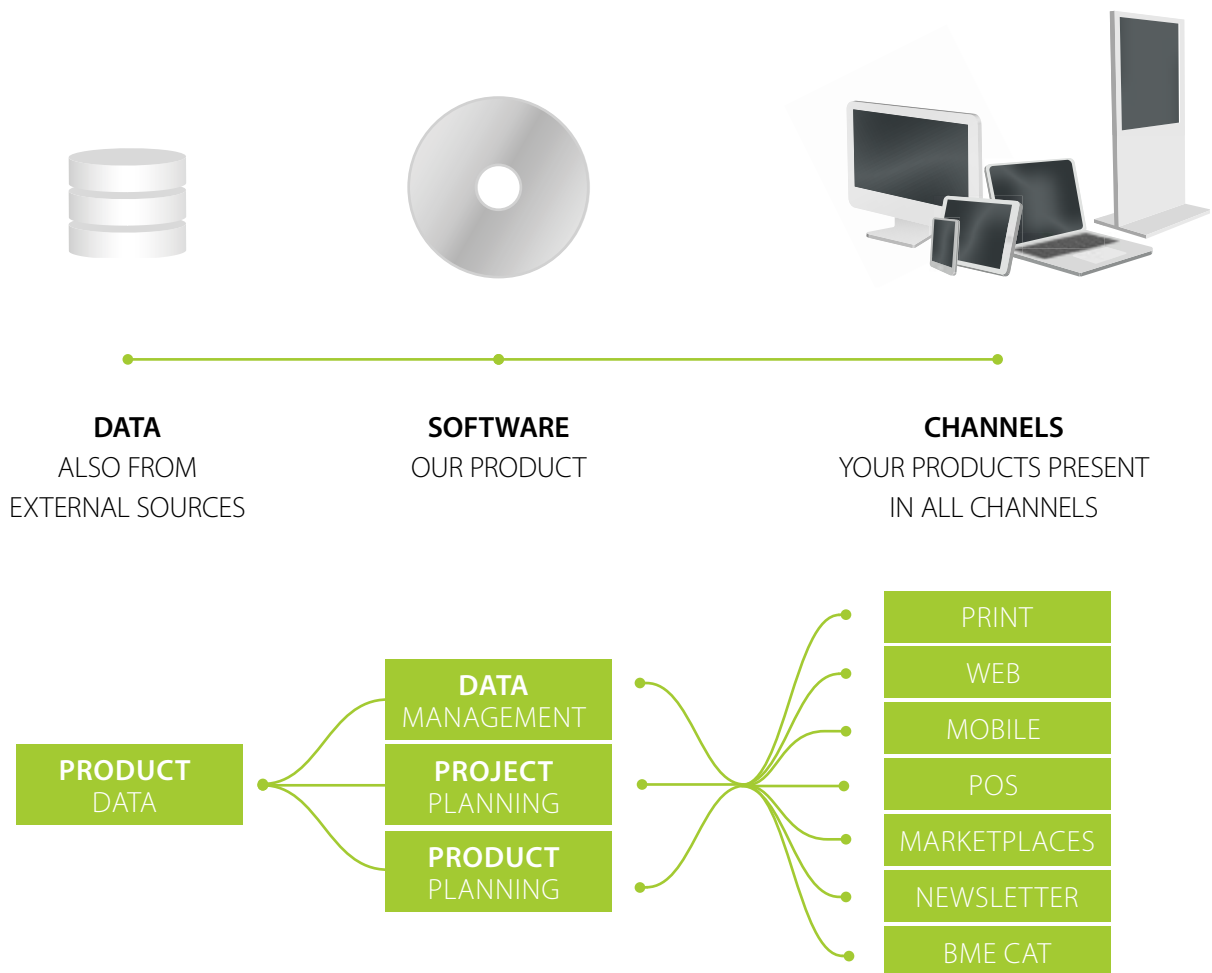|	
PIM	Manage product data in different variants centrally and neutrally.
MAM	Manage all types of media data.
MEDIA PLANNING	Plan and organize channel-specific projects.
ADMIN	Use Admin to configure the system and enter basic settings (e.g. role and user rights, import/export, workflow parameters).
WORKFLOW	Set up structured workflows to manage and control the steps of production.

CHANNELS

PRINT InDesign Plugin	The direct Print Plugin for Adobe InDesign® optimally supports database-based production of print advertising media.
E-COMMERCE Interface	Export data to a web shop by simply assigning products to the respective categories.
SCREENS Digital Signage	SCREEN, our digital signage solution, replaces the standard print poster with a digital display for dynamic advertising directly at the point of sale.
E-PAPER Marketplaces	Use online catalog versions and allow customers to browse virtually as they page through online catalogs on websites or in web shops.
ONE2ONE SUITE Connector	One2One Suite for web-to-print as well as one-to-one communication in print and online channels.
E-CATALOG Mobile	The E-Catalog module for exporting BMEcat and other classifications.

PROCESS

OPTIMAL
DISTRIBUTION

Make planning of your channel-specific projects easier and follow the steps freely defined in Workflow Management to produce your publication. Fully integrated in Adobe® InDesign®, LAGO transfers your data from the database directly into documents. The information is always linked to the database and can up updated at any time at the push of a button - even just before going to print. Fittingly, an e-paper of the print project, including clickable areas, can automatically be produced for linking to the web shop. SCREENS, our digital signage solution, lets you manage content easily and centrally as well as to export content to screens in your stores. Instead of the time-consuming, cost-intensive production, distribution and placement of posters, SCREENS is a way to put together an arrangement of offers directly at the point of sale.

DATA
ALSO FROM
EXTERNAL SOURCES

SOFTWARE
OUR PRODUCT

CHANNELS
YOUR PRODUCTS PRESENT
IN ALL CHANNELS

PRODUCT
DATA

DATA
MANAGEMENT

PROJECT
PLANNING

PRODUCT
PLANNING

PRINT

WEB

MOBILE

POS

MARKETPLACES

NEWSLETTER

BME CAT

The new One2One Suite lets you address individual customers whether through print or online campaigns such as newsletters, landing pages or online banners. One2One Suite also has an integrated web-to-print portal to produce and edit print-ready copies.

Profit from the means to advertise your products at any time and rapidly. LAGO automates and optimizes your multichannel activities and cuts costs and production time significantly. Clear responsibilities streamline processes from product data acquisition and enhancement to export. You make more effective use of your resources, cut your costs and obtain greater flexibility.

THE MOST IMPORTANT **FEATURES**

- All data **at one place**, optimized for all channels

- **Access** worldwide to relevant information, at any time

- **Easy links t**o external service providers

- Integration into your existing **system landscape**, e.g. merchandise management and e-shop

- Individually configurable for your **structures**

- Edit data once and archive it **media-independent**

- **Central product data source** for external and internal communication

- Seamless i**ntegration in Adobe InDesign®** for database-supported print production

- Improve **quality** (avoid errors)

- **Integration** of all relevant departments

- Organize all of your marketing channels **in multiple languages**

- Fast and **better coordination** thanks to automatic task allocation

- **Placeholder technology** for article and price changes in realtime

- **Harmonization** of all communications channels

- **Rapid response** to market changes: Time2Market

- Increase **media diversity**

CONTACT

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MULTICHANNEL SOLUTIONS