



Media
Solutions

UseCases and References



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BILD Group

The BILD Group is part of Europe's largest media group, Axel Springer. Since the first edition of BILD in 1952, the BILD Group has expanded to include various publications such as BILD am Sonntag and SportBILD. Today they are the publications with the widest reach in Germany and Europe.

Task	On-the-fly changeover to a new editorial system
Solution	Implementation of a standardised editorial system (multichannel publishing) for BILD, BILD am SONNTAG and SportBILD. Fast publication for online, print and app. Smooth production process thanks to overnight changeover.
Tools	Process analysis, multichannel publishing, editorial system, agile project management, production support



WELT / WELT am Sonntag

WELT and WELT am Sonntag are part of Europe's largest media group, Axel Springer. Since the first edition of WELT in 1946, WELT and WELT am Sonntag are amongst Germany's all-week published newspapers. Today they reach a liberal-conservative target group in Germany, Austria and Switzerland.

Task	On-the-fly changeover to a new editorial system with full use of AI workflows and AI tools
Solution	Workflow adjustment with use of the given AI tools of InterRed. Development of new workflows and lectures for production. Automatisation of layout and post-layout editing.
Tools	Process analysis, AI implementation for editing and layout, production support



taz, die tageszeitung

taz, die tageszeitung is an independent and one of five national daily newspapers in Germany. It was formed in 1978 from the merger of various left-wing collectives and has been publishing a daily edition for over 40 years.

Task	Egalisation of all output channels for all objects
Solution	Analysing requirements, setting up and migrating workflows to the new editorial system. Involvement of employees in the changeover process, further development of the taz app
Tools	Customisation of workflows, multichannel publishing software, editorial system, agile project management



Heidenheimer Zeitung

Heidenheimer Zeitung (HZ) is an independent newspaper and media company based in Heidenheim (Southern Germany), with the daily production of several regional relevantly newspapers and other media channels.

Task	On-the-fly change to a new content management system
Solution	Integration of a multi-channel editorial system for the HZ and their connected newspapers. Integration of established InterRed processes. Connection of print, online and app-production. Optimising the planning systems and output management in InterRed.
Tools	Process Analysis, Multichannel Publishing, Editorial Systems, Production Support

Further References

CMS

CMS is a global law firm and advises clients of all sizes in a variety of specialist areas.

dataport

dataport from Kiel is a public law institution and the IT service provider for public administration in six German states.

Fraunhofer Institute

The institute offers research for industry and the public sector. Complex international projects are carried out in modern laboratories.

GEA Food Solutions

GEA Food Solutions manufactures production equipment for the food and pharmaceutical industries worldwide. Founded in 1881, the group now has 18,000 employees.

GFA Consulting Group

The GFA Consulting Group is one of the leading consulting companies for economic development co-operation in Europe.

Hailo

As the inventor of the aluminium household ladder, Hailo stands for quality and safety and is the 'Brand of the Century' in the German-speaking countries.

IHK Siegen

The Siegen Chamber of Industry and Commerce promotes the economy of its region, networks industries and represents business interests in politics.

InterRed

InterRed's publishing software is used by a large number of major publishers and companies in the print, web and app sectors.

Klingspor

Klingspor is one of the oldest abrasives manufacturers in the world and, with its expertise, one of Germany's hidden champions.

MSD

The Munich-based pharmaceutical company MSD stands for medical progress and innovation for human and animal health.

Roth Werke

Roth Werke is a global manufacturer of energy and sanitary systems. With their own research and development, they set standards in building technology.

Secunet Security Networks

The company Secunet is a specialist in digital infrastructures with special security requirements for corporations, public authorities, defence and aerospace.

State Institute for the Environment BaWü (LUBW)

As a state institution, the LUBW provides advice and technical support to the state government and other state authorities.

Wüstenrot, Salzburg

The Austrian financial group offers insurance, banking and as finances people in Austria their own home.



Finally: welcome to the FreudCouch

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