

# Heidelberg Pressekonferenz IT'S SHOWTIME

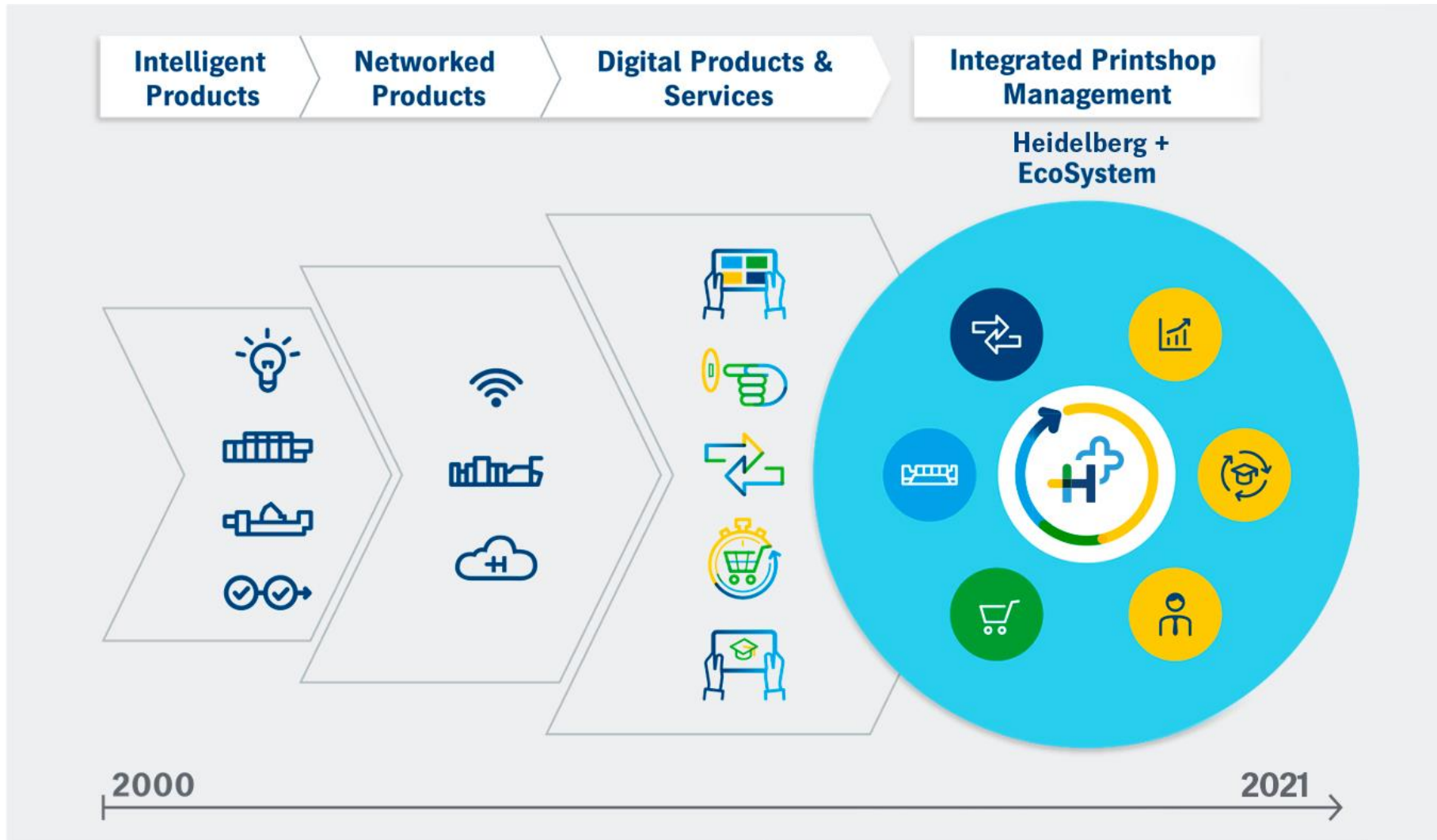


Ludwig Allgoewer – Leiter Vertrieb und Marketing 22. Juni 2021



**IT'S SHOWTIME!**

# Heidelberg Plus - ein umfassendes Eco System



Woran wir gerade arbeiten:

Zukünftig mit H+ allen Kunden und Nutzern weltweit Zugang zu allen digitalen Berührungspunkten von Heidelberg in einem Portal mit einer ID ermöglichen.





# Heidelbergs digitales Eco System heute

Open access



Corporate Communication / Shop front

## INFORMATION

- Global/local marketing information
  - Webinars
  - Whitepapers
- Product information
- Investors Relation
- News
- Events

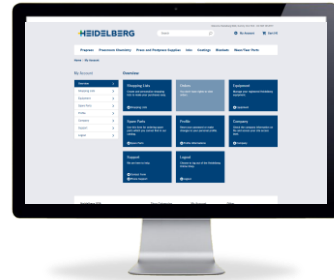
HeiD Login



HD App

## ENGAGEMENT

- Personalized News
- Event Management
- Target group Campaigns
- Executive overview of main KPIs



eShop

## TRANSACTIONAL

- Shopping lists
- View order history
- Track & Trace
- Loyalty program
- Promotional campaigns



HDA

## CUSTOMER PORTAL

- View performance KPIs
- View invoices + contracts
- InApp Shopping
- Inventory management
- Knowledge Base
- "PAT" Robo Advisor
- Open/edit tickets
- Ticket status
- Performance contracts
- Service contracts
- Predictive monitoring

Login



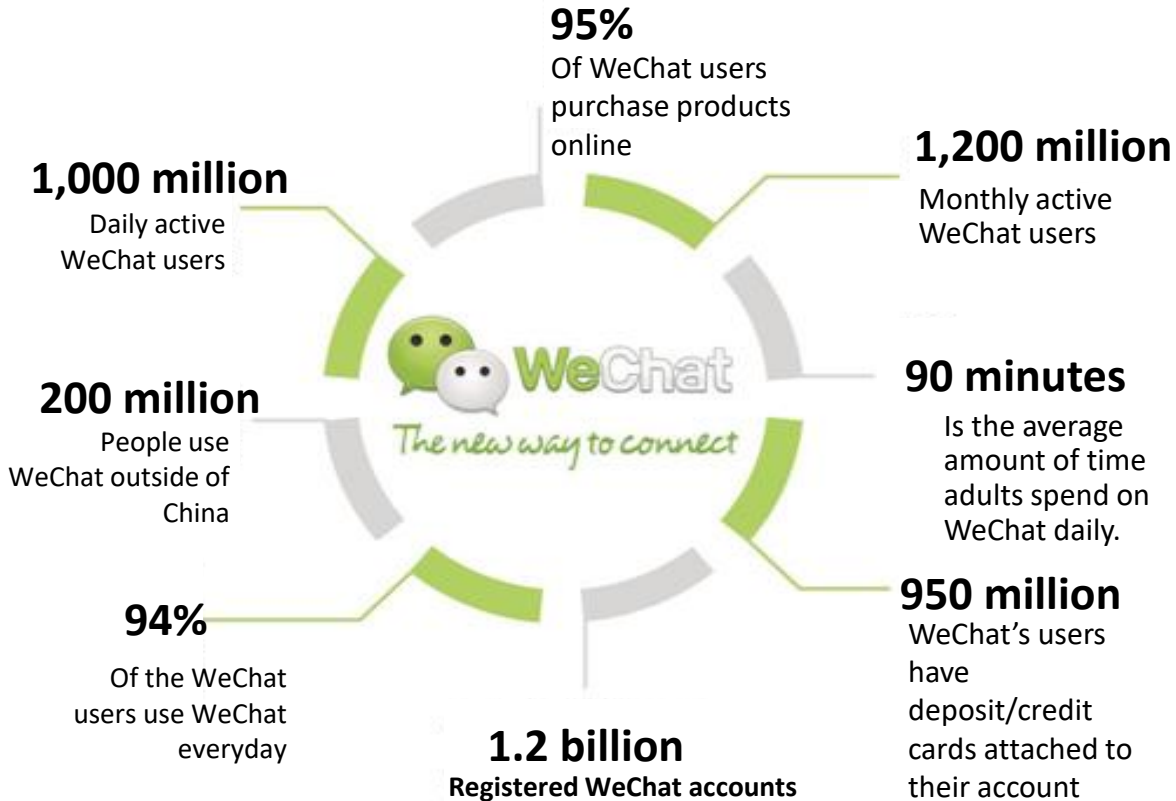
PRINECT / EQUIPMENT

## SMART PRINT SHOP

- Prinect Dashboard
- Prinect Shooter
- Prinect Products
- Prinect Plate Pilot
- CtP
- Speedmaster
- Postpress Products
- ....

# Exkurs - Background Info:

## WeChat - The integrated social media platform.



### The future of social media

WeChat compiles many of the features of the world's largest social media platforms in a simple package while incorporating every facet of day-to-day life within it. By tapping into this massive resource, companies can roll out marketing campaigns that utilize numerous facets of the user's world.

### Reach Beyond Social

WeChat isn't just a social app; it's a *lifestyle app*. A user can still connect with friends and family--or reach out to potential customers--but he can also order a taxi, pay his utility bill, buy a plane ticket, split the dinner check, and invest in a new stock. There's almost no limit to what a user can do without ever closing the app.

### Advertising Integration

WeChat's social component, called Moments, operates similarly to Facebook's Timeline. The app integrates advertisements so that the companies are interacting with their customers by sharing news and providing customer service right through the app.

# ChinaPrint 2021: Das neue Heidelberg Plus-Portal auf WeChat wird vorgestellt.



Das neue Heidelberg Plus-Portal bildet auf der Messe auch die Basis für die „Customer Journey“ unserer Besucher:





**IT'S SHOWTIME!**