



## Automated print output: Technical documentation at Festo



Festo SE & Co. KG is a group of companies in the industry of control and automation technology, headquartered in Esslingen, Germany.

Festo is a global leader in automation technology with a strong reputation for innovation in 176 countries. More than 250 branches, in addition to independent sales and production companies, and approximately 20,100 employees represent the company worldwide. In 2020, Festo achieved group-wide sales of €2.84 billion, investing roughly 8% annually in its research and development.

The Swabian family-owned company is also a frontrunner in industrial training and continuous education practices. With its Corporate Educational Responsibility (CER) program, Festo offers employees access to a high-tech educational environment that encourages life-long learning.

### Opportunity

With approximately 600 different Festo series to account for, the growing complexity of the company's technical documentation required a well planned course of action. This complexity needed to be mapped in a Product Information Management system (PIM) and automatically output as a PDF or print product. Technical documentation had to be created for the market launch of each product, therefore, production was particularly time-sensitive.

### Solution

The aggregation, standardization, maintenance, and distribution of data determined the requirements for the PIM system. Festo chose to proceed with Informatica MDM - Product 360. This automated, error-free, more efficient and time-saving method worked directly with the print:suite via Adobe® InDesign®.

### Advantages

- ✓ **Central Data Management**  
The PIM system becomes the central hub in the company for all product-related information.
- ✓ **Increased Efficiency**  
An increased publication output can be achieved while reducing production time.
- ✓ **Internationalization**  
Successful output of country-specific technical documentation, taking into account specific country requirements in approximately 15 languages, in addition to the Asian market.
- ✓ **Automated Creation**  
Reliable processes and consistent product data form the basis for the automated creation of publications for a wide range of channels.



# Solution

## A wide range of different publications was created through a centrally controlled and automated creation process. The primary focus was on technical documentation.

### Segmenting the Complexity

In order to achieve a higher degree of automation and significant time savings in publication production, Parsionate supported Festo in replacing the conventional manual production process. Data maintenance was carried out exclusively in the PIM system. Output and publication planning was achieved using the print:suite.

The technical documentation that Festo produced for each series was characterized by an enormously high level of complexity and differed in both layout issues and data structure. In regard to the data structure and maintenance, complex issues and dependencies of the data had to be mapped in the PIM system. For print output, the data was prepared and output was achieved according to the specifications previously established. The layout specifications were predefined by the Festo CI and were reflected in the templates.

In order for the first partial results to become quickly visible, Parsionate and Festo divided the publication into logically manageable elements and implement them individually. As a result, the overall complexity was distributed to a very manageable level. The first element of automation was a "type code", which was used by Festo customers to form an order code and was certainly a matter of significant importance.

### Standardization and Centralization

In the past, individual elements of the technical documentation were often enriched with individual content and edited manually. Today, they are discharged together with the complete data in more standardized elements.

Throughout the process, designated product managers and editors jointly planned which information or elements were necessary to describe the corresponding series. Once the solution had been created, users had a modular system at their disposal giving them complete flexibility in compiling the necessary sub-elements for the technical documentation and output them automatically.

With the clearly defined workflows and standardized processes, the highest possible degree of automation was achieved, errors were eliminated and the speed of publication was drastically increased. The greatest impact in the project was achieved through the internationalization of publications. Despite the large number of foreign languages, the output of publications could be increased. This allows for the possibility to serve country subsidiaries in their national language at low cost.

Normzylinder D5BC, ISO 15552

Typenschlüssel		008 Kolbenstange	
D5BC	Normzylinder, doppelwirkend, basierend auf ISO 15552	E	Einseitig
002	Verdichtungsart	T	Durchgehende Kolbenstange
01	Mit Verdichtungsart	009	Federstangenverbleibend
000	Lagergestaltungen	A	Außengewinde
L	Standard	F	Innengewinde
U	Reibungslager	010	Profilart
U	Konstante langsame Bewegung	010	Sensormuten nur auf einer Profilhälfte
U3	Leichtlauf für Balanceanwendungen	010	Sensormuten auf 2 Profilhälften
004	Kolbenstangenmaterial	011	Dämpfung
R3	32	P	Elastische Dämpfungsringe/platten beidseitig
40	40	PPS	Pneumatische Dämpfung, beidseitig selbstständig
50	50	PPV	Pneumatische Dämpfung, beidseitig einstellbar
63	63	012	Positionserkennung
80	80	A	Für Näherungsschalter
100	100	013	Korrosionsschutz
125	125	Standard	Standard
005	Leichtmetalle	K3	Hoher Korrosionsschutz
20	20	014	Temperaturbereich
25	25	Standard	Standard
30	30	T1	Wärmefeste Dichtungen max. 170 °C
40	40	T2	40 ... 80 °C
50	50	T4	0 ... +150 °C
60	60	015	Flanschschutz
70	70	Standard	Standard
80	80	P2	Faltenberg am Lagerdeckel
100	100	016	Auslaufvarianten
125	125	Keine	Keine
150	150	A1	Erhöhte chemische Beständigkeit
160	160	A2	Metallabschleifer
200	200	A3	Für Totlauf
250	250	A4	Metallabschleifer
300	300	017	Dichtungslösung
400	400	Keine	Keine
500	500	EKA	ISO
1 ... 2000	1 ... 2000	018	Kolbenstangenverlängerung
006	Korrosionsschutz	Ohne	Ohne
Ohne	Ohne	...L	1 ... 500 mm
C	Angelaut	019	Kolbenstangenverlängerung-Verlängerung
007	Endlageneinrichtung	Ohne	Ohne
Ohne	Ohne	...L	0 ... 70 mm
E1	Beidseitig		
E2	Bei ausgefahrenen Kolbenstange		
E3	Bei eingefahrenen Kolbenstange		

Type key

01	02	03	04	05	06	07	08	09	10
01	02	03	04	05	06	07	08	09	10
Produktübersicht									
Kolbenstangenzyylinder Kompakt-, Kurzhub- und Flachzylinder									
<b>Funktionsweise</b>	doppelwirkend, einwirkend, drückend	doppelwirkend, einwirkend, drückend, ziehend	doppelwirkend	doppelwirkend					
<b>Kolben-Durchmesser</b>	4 mm, 6 mm, 10 mm, 12 mm, 16 mm, 20 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm, 80 mm, 100 mm	6 mm, 10 mm, 16 mm, 20 mm, 25 mm, 32 mm	20 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm, 80 mm, 100 mm	20 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm, 80 mm					
<b>Theoretische Kraft bei 6 bar, Vorlauf</b>	4,9 ... 4712 N	9 ... 483 N	188 ... 4712 N	141 ... 3016 N					
<b>Hub</b>	2,5 ... 25 mm	5 ... 50 mm	10 ... 400 mm	1 ... 500 mm					
<b>Dämpfung</b>	elastische Dämpfungsringe/-platten beidseitig	elastische Dämpfungsringe/-platten beidseitig	Elastische Dämpfungsringe/-platten beidseitig	Elastische Dämpfungsringe/-platten beidseitig					
<b>Bestreibung</b>	<ul style="list-style-type: none"> <li>Sehr kurze Baulänge</li> <li>Hohe Kräfte bei kleiner Baugröße</li> <li>Kolbenstange mit innen- oder Außengewinde</li> <li>Optimiert in Einbauraum und Bauhöhe</li> <li>Befestigungslochbild nach VDMA 24562 ab Ø 32 mm</li> <li>Für Positionserkennung mit Näherungsschalter für T Nut und für Rundnut</li> </ul>	<ul style="list-style-type: none"> <li>Befestigung mit Durchgangsbohrung und mit Insewinge</li> <li>Kompakte Bauweise</li> <li>Kolbenstangenvarianten</li> <li>Für Positionserkennung</li> </ul>	<ul style="list-style-type: none"> <li>ISO 21287</li> <li>Mit Endlageneinrichtung beidseitig, vorne oder hinten</li> <li>Kolbenstange mit innen- oder Außengewinde</li> <li>Für Positionserkennung</li> </ul>	<ul style="list-style-type: none"> <li>ISO 21287</li> <li>Bis zu 50% weniger Platzbedarf als vergleichbare Normzylinder nach ISO 15552</li> <li>Reinigungsfreundliches Design</li> <li>Erhöhter Korrosionsschutz</li> <li>Breites Variantenangebot für individuellen Einsatz</li> <li>Kolbenstange mit innen- oder Außengewinde</li> <li>Für Positionserkennung</li> </ul>					
online →	online	online	online	online					
Kolbenstangenzyylinder Kompakt-, Kurzhub- und Flachzylinder									
<b>Funktionsweise</b>	doppelwirkend	doppelwirkend	einfachwirkend, drückend						
<b>Kolben-Durchmesser</b>	äquivalenter Durchmesser, 12 mm, 18 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm	äquivalenter Durchmesser, 16 mm, 20 mm, 25 mm, 32 mm, 40 mm, 50 mm, 63 mm	äquivalenter Durchmesser, 3 mm, 6 mm, 12 mm, 22 mm						
<b>Theoretische Kraft bei 6 bar, Vorlauf</b>	51 ... 1870 N	104 ... 1870 N	3,8 ... 205 N						
<b>Hub</b>	1 ... 320 mm	1 ... 3000 mm	10 ... 200 mm						
<b>Dämpfung</b>	elastische Dämpfungsringe/-platten beidseitig	pneumatische Dämpfung beidseitig einstellbar	keine Dämpfung						
<b>Bestreibung</b>	<ul style="list-style-type: none"> <li>Extreme Flache Bauweise</li> </ul>	<ul style="list-style-type: none"> <li>Flache Bauweise</li> </ul>	<ul style="list-style-type: none"> <li>Extreme Flache Bauweise</li> </ul>						

Product overview - available in 15 languages



## Enterprise Solution Partner

**Parsionate // Data management is our core business.**

The digital transformation is continuously changing the way we live and work. Markets, customer needs and value chains are evolving at break-neck speeds. Business models are becoming increasingly data-driven, with long-term success requiring forward-facing strategies and adequate structures set in place. Parsionate supports changing processes - from employee training to business processes and IT infrastructures.

Parsionate supports companies to become more efficient, grow faster and achieve competitive advantages with customized data strategies. From professional master data management, product data logistics, data quality, omnichannel commerce and publishing to effective process optimization and reliable, vendor-neutral vendor selection, Parsionate's mission is to work with companies to achieve their goals.

Conversion rates, response rates, time-to-market are all things that take place "behind the scenes". Data management-related strategy consulting is a backstage discipline that is critical to a company's success. Successfully managing digital transformation requires that companies to put data at the center of their business activities. Without this expertise and knowledge, they miss valuable e-commerce, publishing and sales opportunities.

Parsionate considers data management a part of its DNA. As a group of companies, its activities encompass numerous aspects discussed in connection with the use of Data and Advanced Analytics. In addition to strategy consultants for digitization and Master Data / Product Information Management (MDM/PIM), the Parsionate team also includes Data Scientists, System Architects and Technical Consultants. Parsionate is headquartered in Stuttgart, Germany, with additional offices located throughout Europe.



*"Festo found a competent implementation partner who immediately recognized Festo's needs and understood the complex issues. During the implementation of the project, Parsionate's expertise could be clearly felt in the areas of PIM system and priint:suite. The agile collaboration and good communication with Parsionate was a real benefit. We are already looking forward to the next joint project."*

Jürgen Wagner, PIM Product Manager Festo

## Key Facts



**Certified Enterprise Solution Partner**



**Region: EMEA**

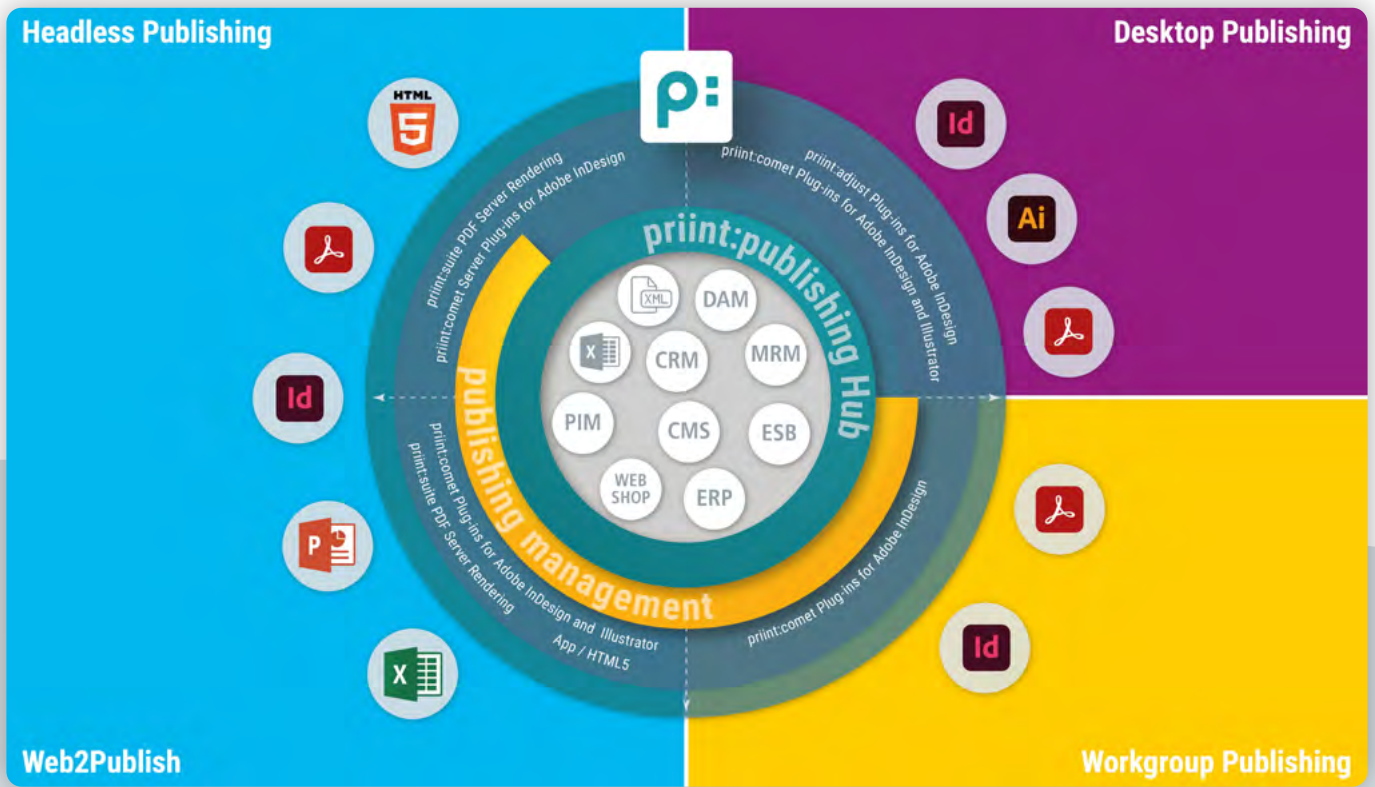


**<https://www.priint.com/en/partnerprofile/parsionate.html>**



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# print:suite

## The Solution for all marketing publication challenges

Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust print:suite to modernize, automate and simplify their digital and print publishing processes.

print:suite plug-ins for Adobe® InDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.

The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with one click, ensuring a consistent message and customer experience across all channels.

print:suite is modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.

#NoMoreCopyPaste #print

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