



An introduction  
**to atom**



# At Miller Graphics digital is at the centre of everything we do. Let us show you the next exciting step in our evolution...atom!

To develop digital products, you need to understand the world of marketing, the everchanging evolution of consumers and their purchasing behaviours. How does a marketer maintain an unified approach in their design, strategy, and customer experience? The answer is omnichannel marketing, creating a seamless customer experience across all channels resulting in a diversity of content and output that needs to be created and managed.

## EMPOWERMENT

Miller Graphics is continually developing digital products to support brand owners in organising their data to apply to packaging artwork, marketing material and e-commerce. By doing so this helps to keep control of their brand equity.

A lot of businesses don't have the resources to do this effectively which means they rely on email, various documents and lengthy approval processes. A majority of reworks in the artwork process are caused by constantly changing information on the artwork due to incorrect data. This creates huge delays and costs, consumes large amounts of resources and can have a knock-on effect for e-commerce and omnichannel.

## WHAT ATOM DOES

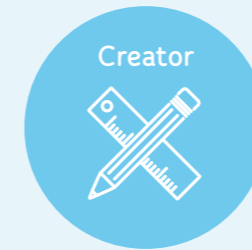
- An online secure single sign-on portal where we have collated our services that supports and helps our customers to manage their workflows, assets, product information and in the end manages their most important asset - their brand
- atom has a modular approach, enabling it to be customised to specific needs. Use one stand-alone module or enable multiple modules to interact with each other. Customers can start with the most important module for their requirements and add others as their needs grow
- atom is a powerful system that is fully configurable. It allows customers to collaborate, engage, take control and most of all will save time and resources so they can focus on what is important for them and their own customers

*“The world is changing as is consumer behaviour, businesses will need to change too. There is a new norm upon us all and those who have the pedigree in business with digital at the core will not only survive but will thrive! Technological changes are happening at an unprecedented rate; AR, VR, 5G, IoT, Big data, AI, ML”*



## What atom offers

An online secure single sign-on portal with configurable and integrated modules empowering you to manage and streamline your business processes at the point you need it!



**CREATOR** is a powerful, easy to use online editing solution for creating digital media and packaging artwork. It is template driven, giving you piece of mind that your marketing material will always align with your brand guidelines. It enables you to easily create customised templates for product sheets, documents, brochures, advertisement material, price tags, packaging and much more. Combine Creator with DAM and PIM and you will be in total control of creating your marketing material. Creator allows anyone to produce marketing collateral quickly and easily!

**CONTENT** has been developed to provide an automated link between your system and millnet, our workflow management system, allowing artwork automation of deliverables and data extraction for approved copy. Content dynamically manages text and text application, making detailed checking of text on artwork obsolete, as text transfer to artwork is guaranteed to be correct every time bringing savings in cost and most of all time. Content secures the population, approval and application of text, logos and graphics across multi-lingual packaging, leaflets, websites, eCommerce and social media channels. Your content will even be GS1 compliant from the start!



**PRODUCT INFORMATION MANAGEMENT (PIM)** provides support to the entire process of creation, enrichment, planning and release of product information for all channels required. If you are creating packaging artworks, marketing material, selling your product online you need to make sure you have control over your product information. Centralised data storage helps you organise and store all data connected to your products. It provides secure and safe access to the information and it can be distributed efficiently to relevant channels within a few minutes. No more pressure to locate packaging content or product information for the webshop before the required deadline, our PIM system gives you back control and time! PIM is the future for keeping track and storing all product information and is the key for online selling and marketing!

**DIGITAL ASSET MANAGEMENT (DAM)** is a system for managing, organising and distributing digital assets from one source including photos, videos, audio files, presentations, documents and much more. DAM enables businesses to create and manage assets throughout the entire product lifecycle. This allows you to keep track of the latest version of marketing material ensuring security for your brand equity as well as how you are allowed to use the assets in different regions and throughout seasons. Having a system for storing, structuring, searching and sharing digital content makes your life so much easier and can speed up your digital media and marketing process enormously. Our DAM has a built-in proofing system to ensure the quality is correct, no matter what the output!





**ARTWORK ONLINE** empowers you to create your own artwork in minutes! A simple, fast, economic method of creating and extending ranges of packaging artwork in a logical and secure way. The system can be used to amend text, colours, complex graphic elements, images and even barcodes within an approved artwork template, guaranteeing consistency and accuracy but most importantly of all, saving time and money. The users are empowered to create a new artwork; brand guidelines can be applied easily. The text, colours and images are merged to the template and a PDF is dynamically created in seconds, therefore range extensions can be ready almost immediately, reducing lead times from weeks to minutes.

**DASHBOARD** allows you to make fast and informed decisions based on real-time facts and trends, delivering powerful KPI's to drive your business. You will know what is happening, what has happened and where to put in your efforts. Dashboard gives you piece of mind, you only need to deal with facts, allowing you to create accurate reports giving you insight. Each tailored dashboard supplies you with the data needed for specific users and their needs. By assessing a key figure view, users immediately know what is going on. "One click" graphs can effortlessly give you further detailed data to analyse.



**MILLNET** is a fully configurable workflow management system that will manage any business process. A key strength of millnet is its configurability, with the benefit to quickly implement the features and functions that bring the greatest value to your processes, creating a bespoke solution for the unique needs of your business. Key functionalities include project & process management, data & deliverables management, collaborative online approval, graphics file processing, messaging & text conferencing, integration services, KPIs and reporting. We understand that within businesses 'one size' does not 'fit all' and the user experience can be entirely customised to provide the most streamlined and secure experience.

**MAG** is the ideal way to showcase your company's products and services in a catalogue giving a complete overview of your offering. Because it is online, you can easily update the content as your offers change without timely and expensive reprints. We convert your PDF into a searchable, interactive, sharable and accessible digital flip page magazine. Link it with a shopping basket function and you have created a simple shopping experience for your customers.



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centre of all matter,  
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centre of our  
business  
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