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Heidelberg launches new open and independent printing industry platform with Zaikio

- **Central industry platform for automated supplier and customer management based on cutting-edge cloud technologies**
- **Standardized interfaces network existing software, cloud apps, equipment, and suppliers**
- **Attractive prospects for potential investors and other industry players**
- **Next milestone in printing industry's digitization**

Print shops are faced with the challenge of making ever shorter and more varied runs cost-effective. The increasingly complex relationships between these print shops, their customers, and various business partners also need to be managed efficiently. The solution is to establish fully automated, integrated processes across company boundaries that make workflows and transactions between printers, software providers, equipment manufacturers, and suppliers far, far simpler. Around a year after the takeover of cloud software business Crispy Mountain by Heidelberger Druckmaschinen AG (Heidelberg), the company is launching Zaikio – a new open and independent cloud-based collaboration platform for the printing industry – for this very purpose.

"With the open industry platform Zaikio, Heidelberg is actively meeting the challenges faced by the printing sector in the digital era. This marks the next milestone in the industry's digitization," says Heidelberg CEO Rainer Hundsdörfer.

Universal platform links industry players

Zaikio unites all industry players on a single platform using three key elements. The free **Zaikio Account** enables each and every user to log into all connected software systems with a single login. The **Zaikio Hub** is used to administer personal and organization-based accounts, linking the services and software of the various providers – from existing software to apps developed specifically for Zaikio. Last but not least, **Mission Control** is the print shop's digital control center. All data is received here in a standardized form and can be read, edited, and restored by other apps. The result is straightforward, standardized data exchange between software, hardware, and the partners involved, which creates the basis for end-to-end automated process chains.

"In addition to making complete processes and collaboration much simpler in the printing industry, Zaikio also has the potential to secure a profitable future for its users. As a founding partner and driving force of Zaikio, Heidelberg is open to working with other strategic partners and investors to grasp the opportunities digitization offers an entire industry," continues Hundsdörfer.

Zaikio and its users need you, you, and you!

Successful platforms and their users thrive on participation, so anyone who wants to get involved can now create a free Zaikio Account at www.zaikio.com to help gradually shape, expand, and establish the platform. Zaikio interfaces and tools enable potential partners and investors to link their products with the platform and make them available to all users via the Zaikio Hub. Zaikio's team of developers will provide the necessary support.

A large number of the industry's well-known software providers are on board from the outset, and preparations are being made for further cooperation agreements. This means Zaikio's range of functions will keep on growing and, because it is a cloud application, new functions and inclusions will immediately be available to all users.

"Only a shared, open platform that unites as many industry players as possible can bring about the change and standardization so urgently required," underlines Matthias Prinz, Managing Director of Zaikio GmbH. "Zaikio is just such a platform, combining the comprehensive Heidelberg know-how and network with Zaikio's agile philosophy. Over the coming months, we'll gradually be unveiling and establishing our platform," he adds.

Figure 1: Zaikio is the new open and independent industry platform from and for the entire printing sector.

Figure 2: Zaikio provides the platform that paves the way for seamless collaboration between software, hardware, and the various players involved.

Image material and additional information about the company are available in the Press Lounge of Heidelberger Druckmaschinen AG at www.heidelberg.com and in the Media Library.

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