

Moving to CHILI GraFx

Pieterjan Blondeel – Product Owner CHILI publish





1 Pillars

5 Connectors

2 Framework

6 Roadmap

3 Principles

7 Down the rabbit hole

4 Applications

8 Take-aways





“

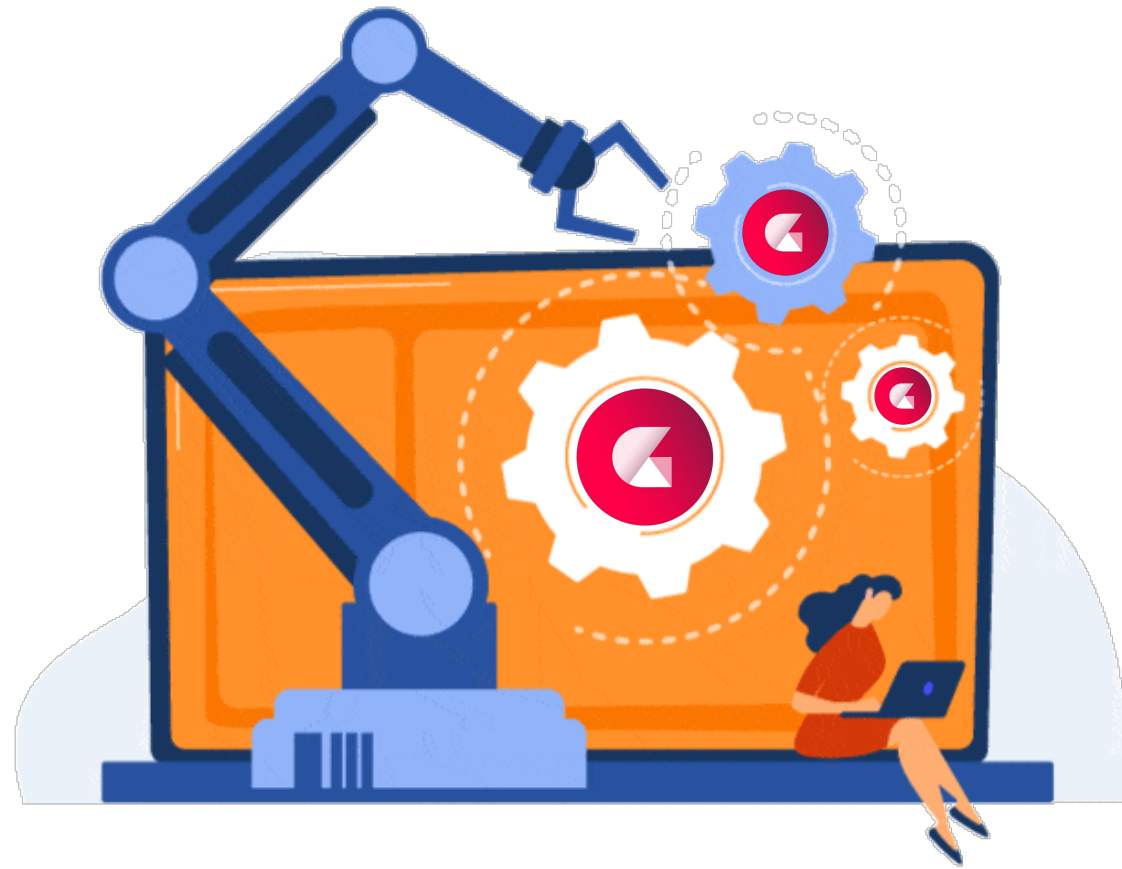
"You take the blue pill... the story ends, you wake up in your bed and believe whatever you want to believe. You take the red pill... you stay in Wonderland, and I show you how deep the rabbit hole goes."





Welcome in Wonderland of

Creative Automation



Creative Automation

- **Creativity**
- **Scalability**
- **Output**

CHILI GraFx is the creative automation platform that boosts **creativity, **scalability** and **output** in graphical production.**



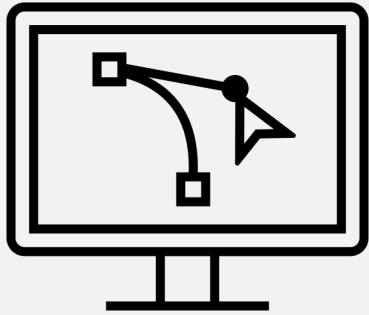
/imagine Platform pillars



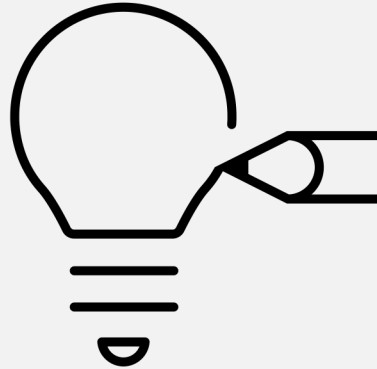
An abstract painting with a textured, expressive style. The background is a mix of teal, blue, and white on the left, transitioning into a vibrant yellow and orange on the right. Scattered throughout are numerous small, delicate red and pink petals or leaves, giving the impression of a colorful explosion or a shower of petals. The overall effect is one of dynamic energy and creative abundance.

Scalable creativity

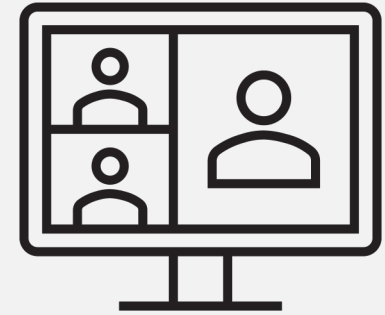
Scalable creativity



**Feature-rich
design tools**



**Easy to use smart
templates**

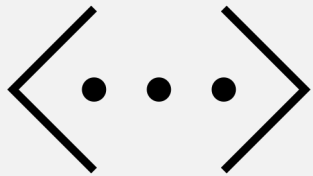


Resizable output

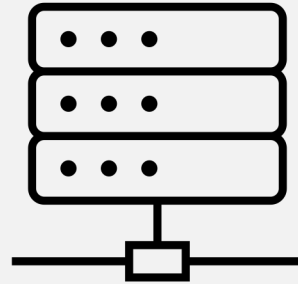
The background image is a stylized, painterly representation of a city skyline at sunset or sunrise. The sky is a mix of orange, yellow, and blue, with a soft glow from the setting or rising sun. The city skyline is composed of various skyscrapers and buildings, some of which are highlighted in a vibrant red color, while others are in shades of blue and grey. The foreground is dark and somewhat abstract, suggesting a body of water or a city street at night. The overall style is artistic and evocative, with a focus on light and color.

Connectivity

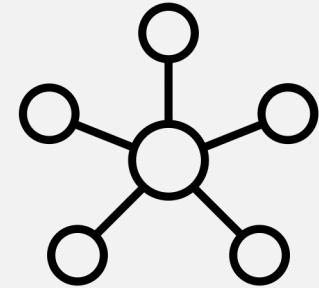
Connectivity



**API – first
philosophy**



**Data-driven
templates**

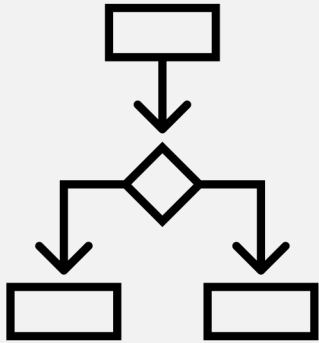


**Connector
framework**

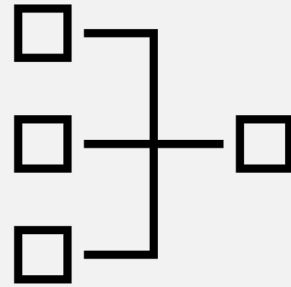


Custom solutions

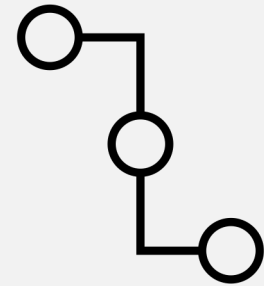
Custom solutions



**CHILI GraFx
integrated in
your solution**



**Your data
integrated in
CHILI GraFx**

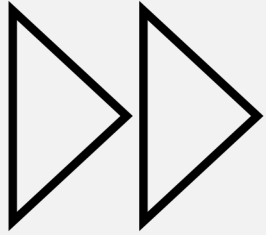


**Open
architecture,
SDKs & API**

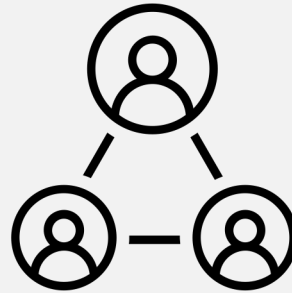
The background is an abstract composition of layered, textured colors. At the top, there's a teal or turquoise section. Below that is a layer of light orange or yellow, which appears to be peeling or layered over the teal. The bottom section is a deep, vibrant red, also showing a layered texture. The overall effect is one of depth and organic, perhaps geological, formation.

ROI-driven solutions

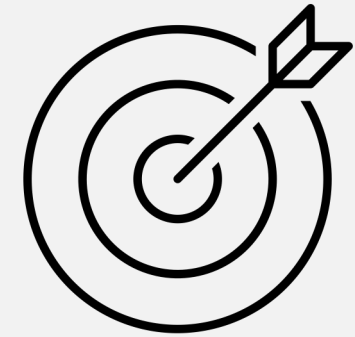
ROI-driven solutions



Reduce time-to-market

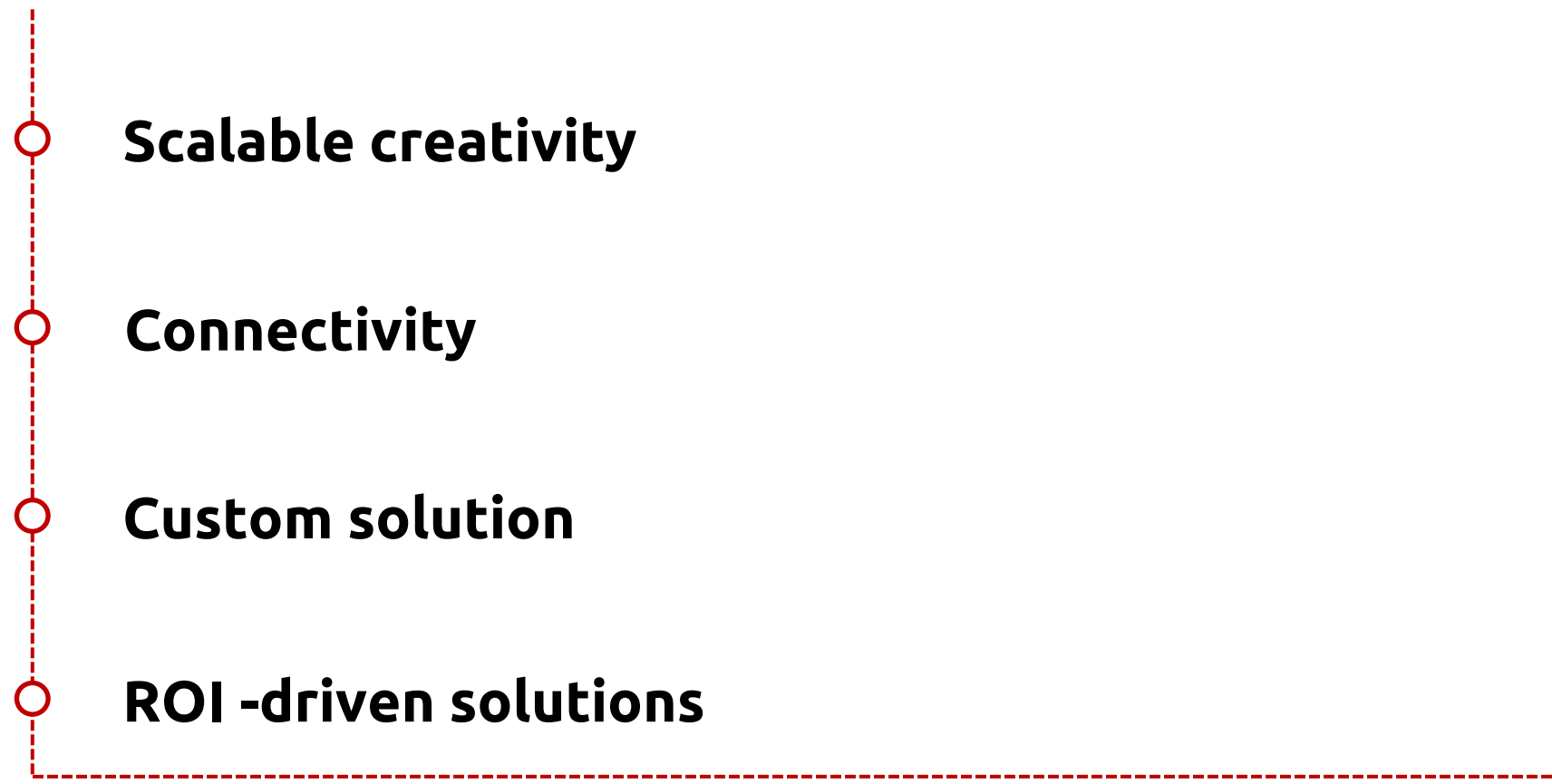


Shorten preview cycles



Increased campaign personalization

/Recap Pillars

- **Scalable creativity**
 - **Connectivity**
 - **Custom solution**
 - **ROI -driven solutions**
- 

Create at scale



is

a multi-channel creative automation platform

Phygital

Suite of apps supported by
a marketplace of connectors

Centralized
in 1 place

My CHILI publish



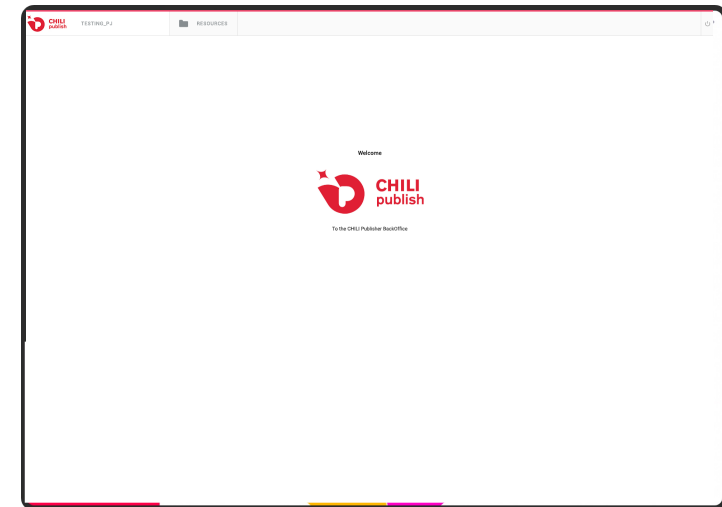
Portal

Subscription management

Account management

Usage reporting

CHILI publisher Online



Online editor

Automate Design
and Generate Print Artwork

My CHILI publish



Portal

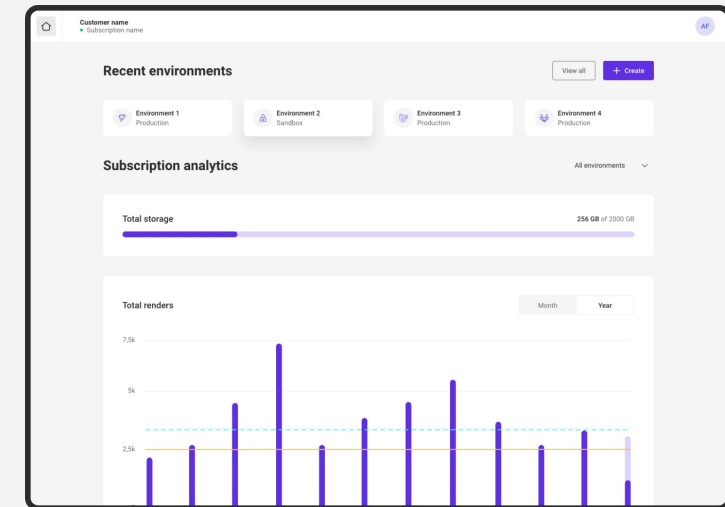
Subscription management

Account management

Usage reporting



Platform

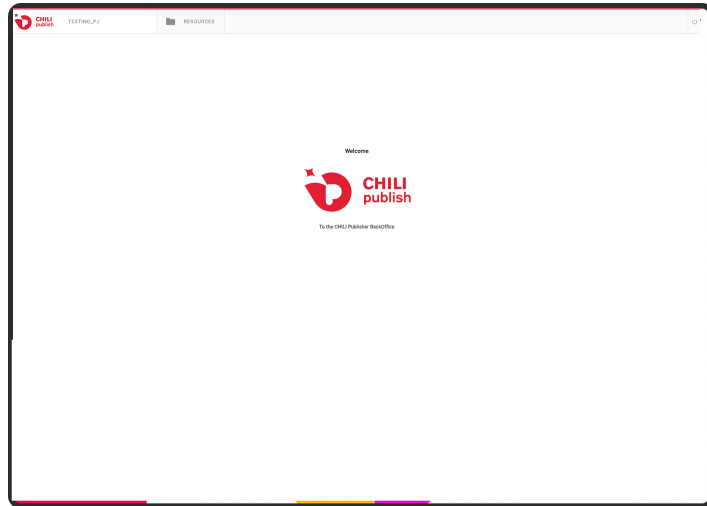


Subscription management

Account management

Usage reporting

CHILI publisher Online

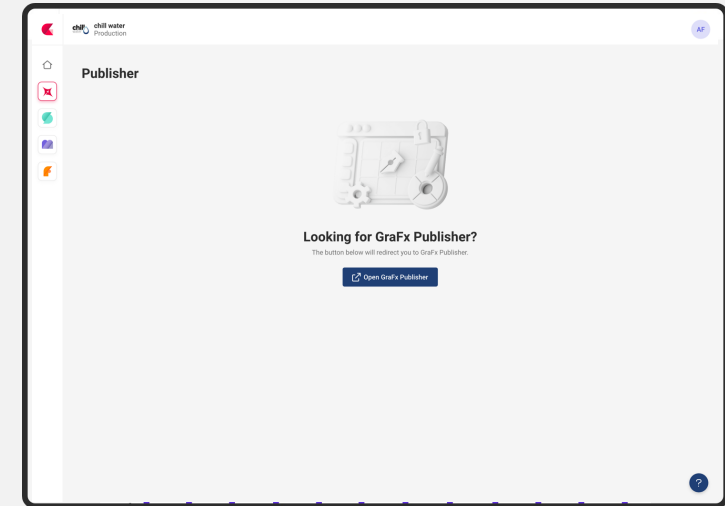


Online editor

Automate Design
and Generate Print Artwork



GraFx Publisher



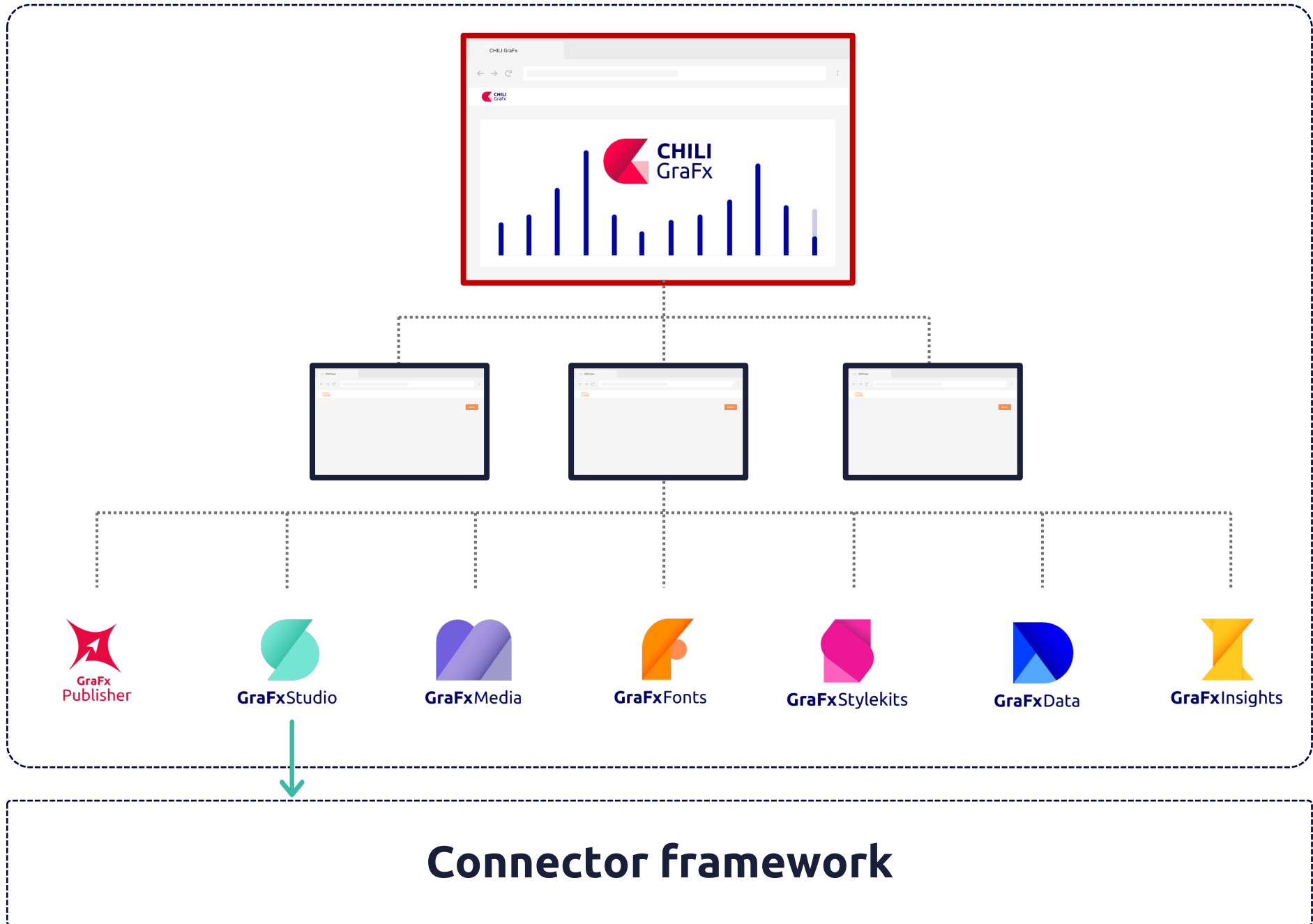
GraFx Publisher joins the GraFx family



API



SSO



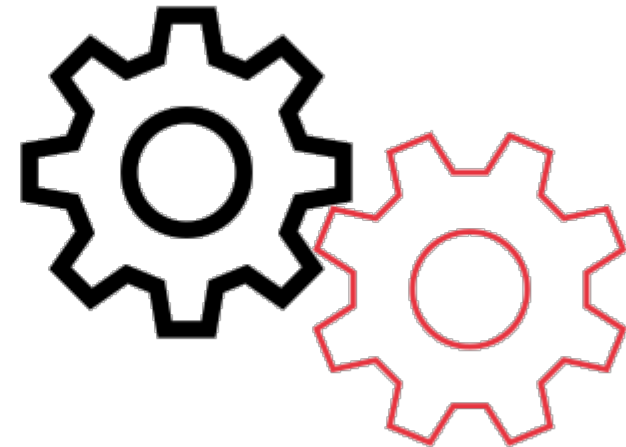
Product principles

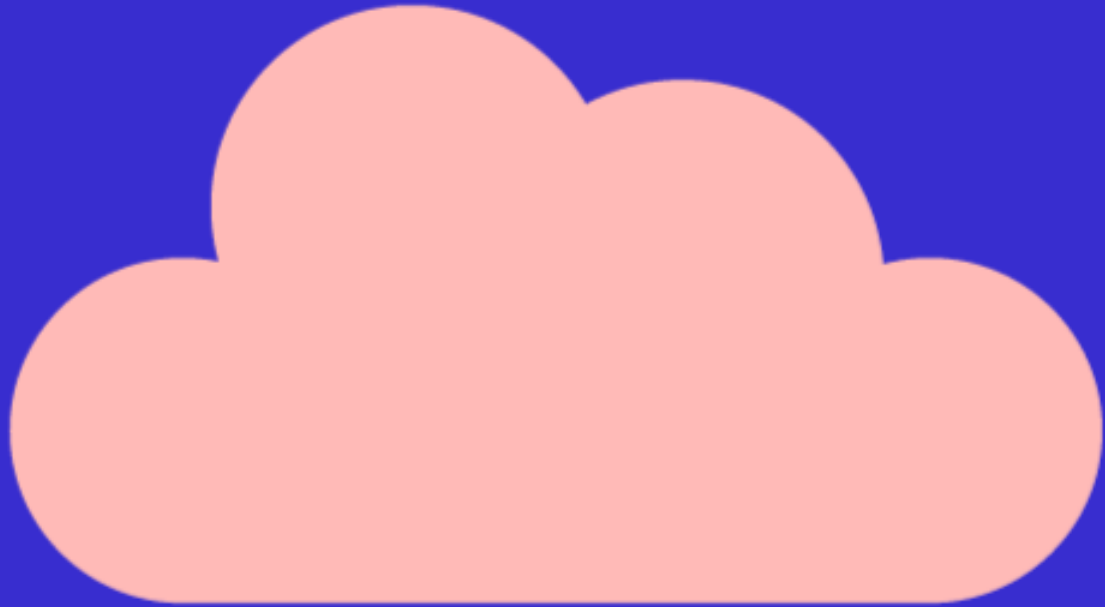


API-first



**Easily integrate using
our REST APIs**






**Ensure stability and
reliability for your
frontend application**

SSO





One account to rule them all



Welcome


Neo@matrix.com [Edit](#)

Password  

[Forgot password?](#)

[Continue](#)

Federated SSO

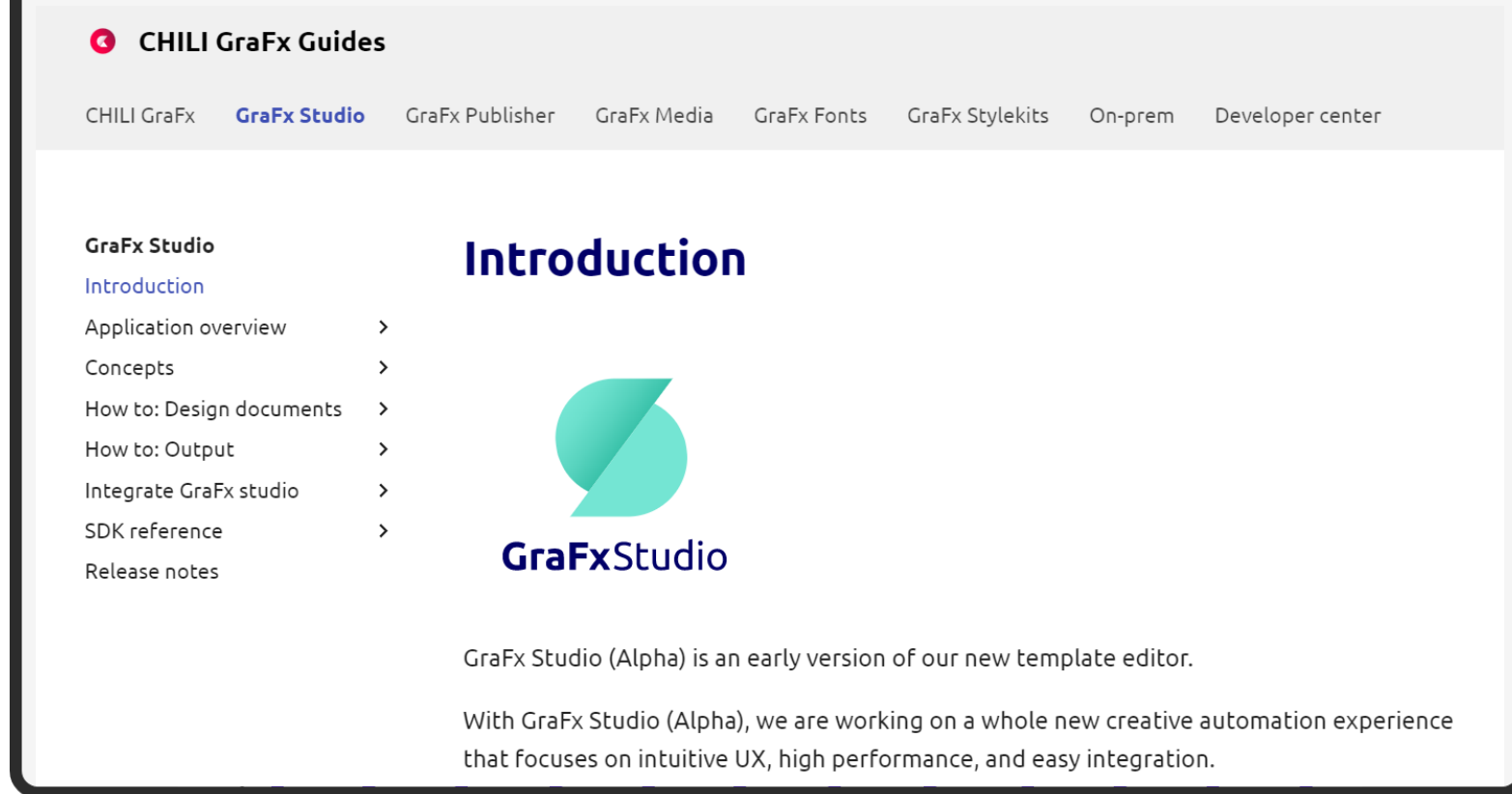


|Email

Password

Sign in

[Create account](#)



**Quickly access documentation,
support, certification and training.**

Quick navigation to your environments

Customer name

Subscription name

AF

My environments

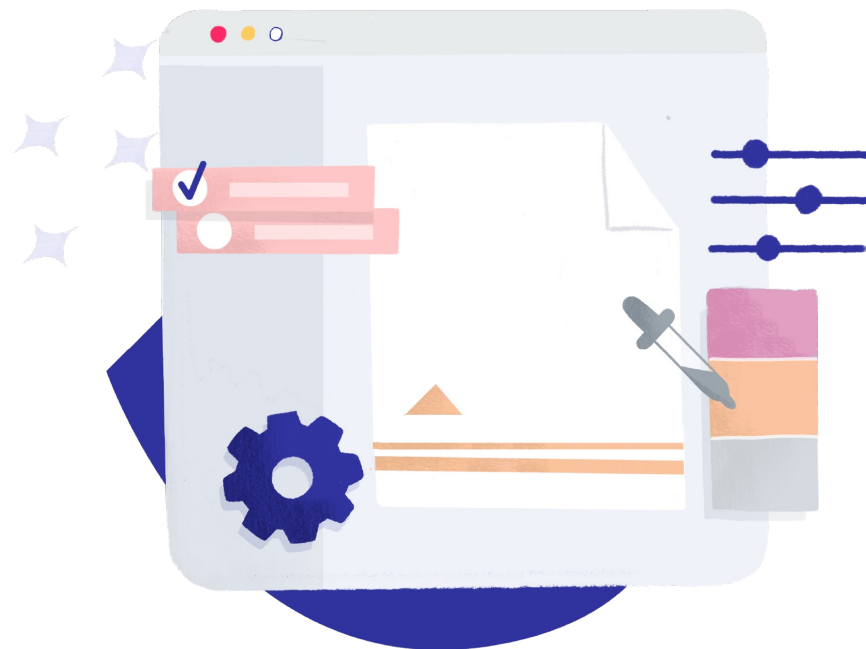
Search

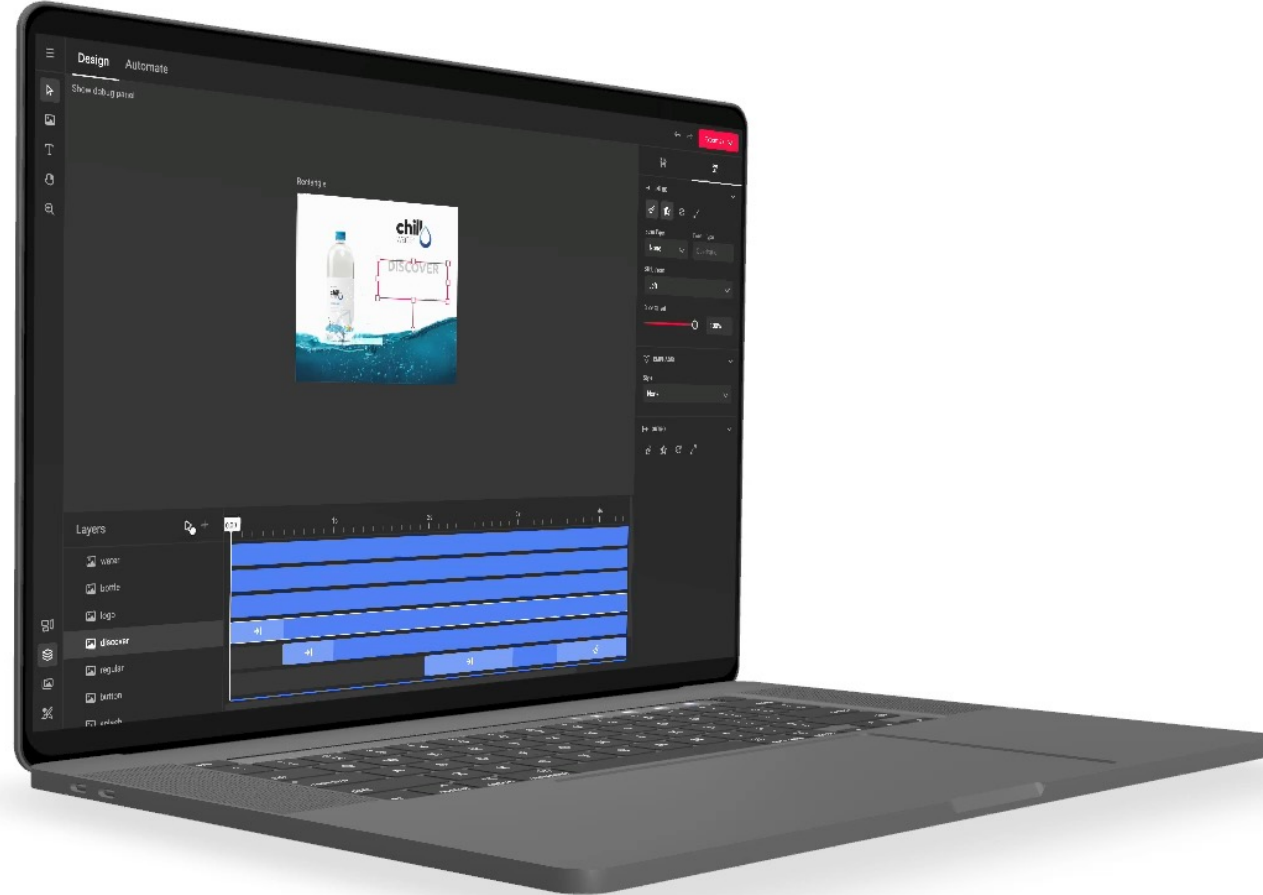
NAME ↓	TYPE	REGION
<div><div></div><div>Environment 1</div><div>cp-dwc-509</div></div>	Production	Australia East
<div><div></div><div>Environment 2</div><div>cp-dwc-510</div></div>	Sandbox	Australia East
<div><div></div><div>Environment 3</div><div>cp-dwc-511</div></div>	Production	Australia East
<div><div></div><div>Environment 4</div><div>cp-dwc-512</div></div>	Production	Australia East

Next-gen UX



Combine custom workspaces, view preferences and constraints to provide the best user experience





Modern UI principles making it intuitive and easy to use

Scaling at your pace



**Instant access to
product updates,
new features and
modules**





Always up-to-date, stable, secure and hosted in the cloud

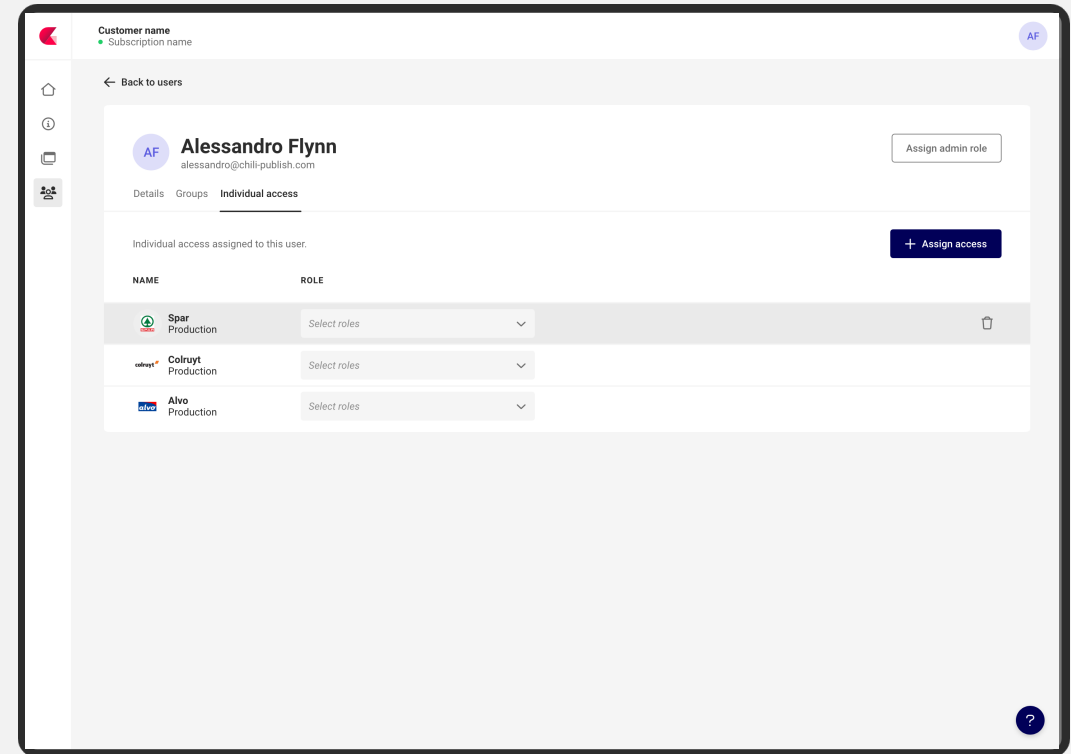
**Zero
maintenance,
reduced IT
overhead**

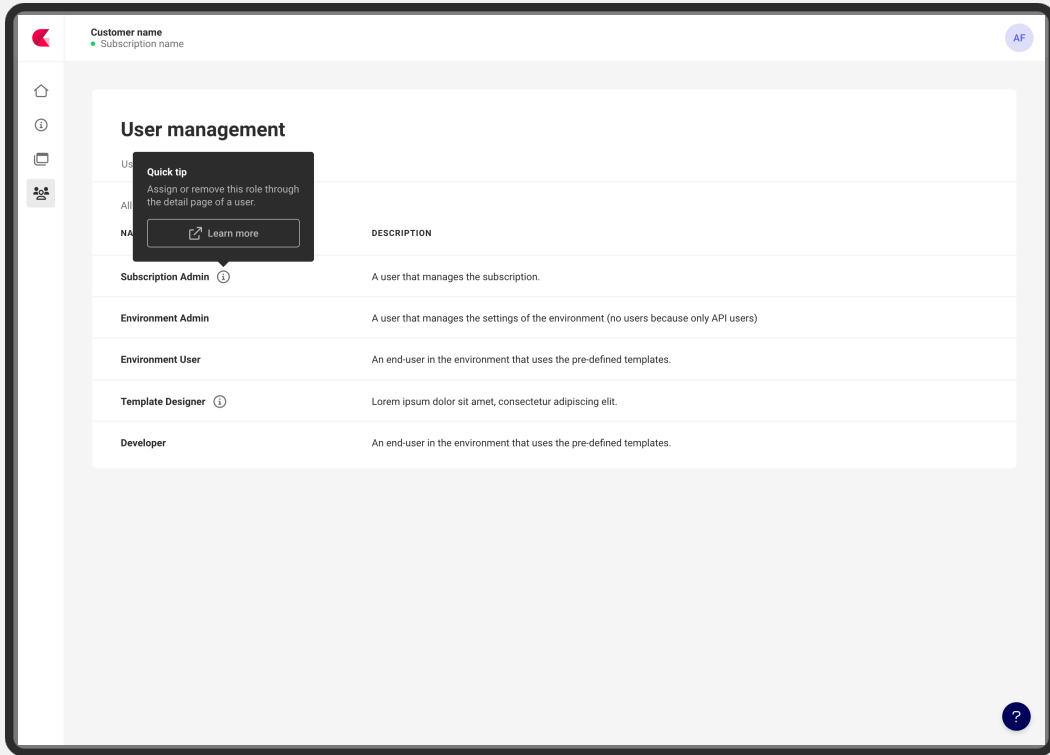


Fine-grained user management



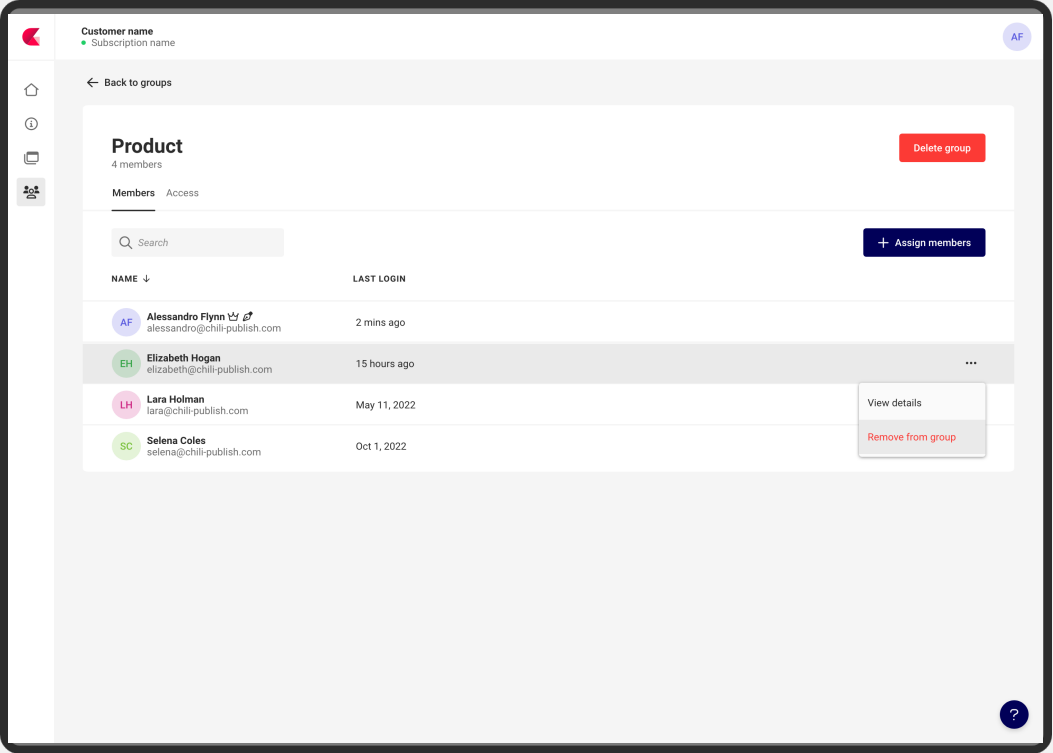
Centralized admin space

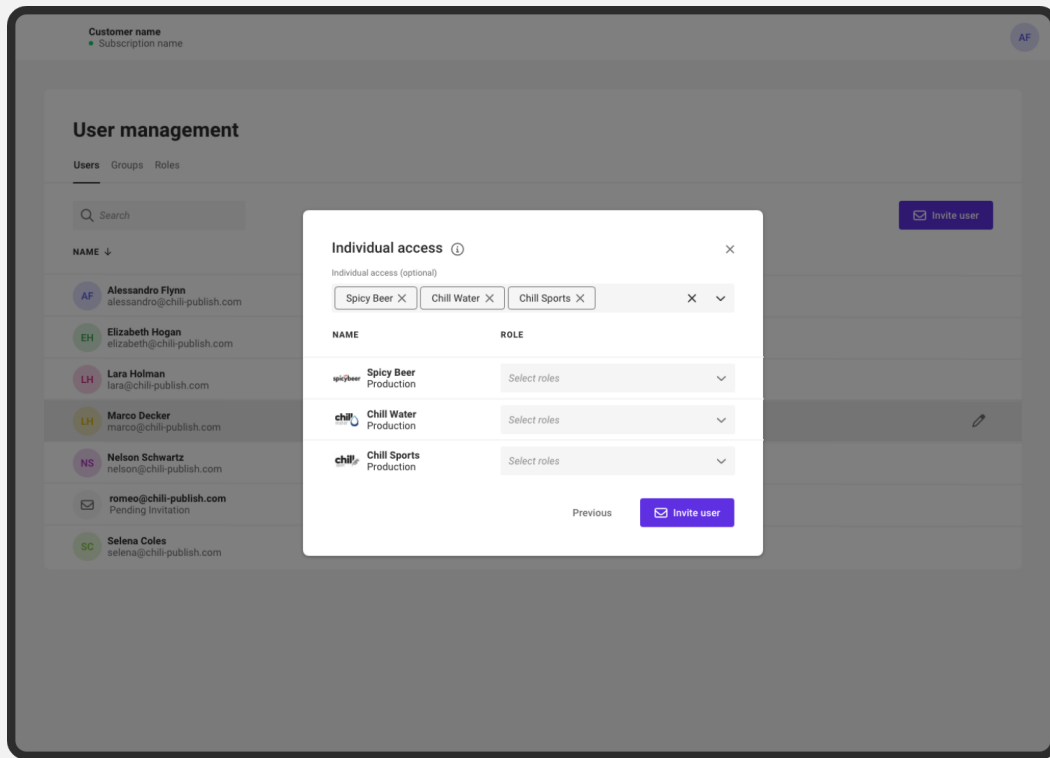




Clearly pre-defined roles

Groups



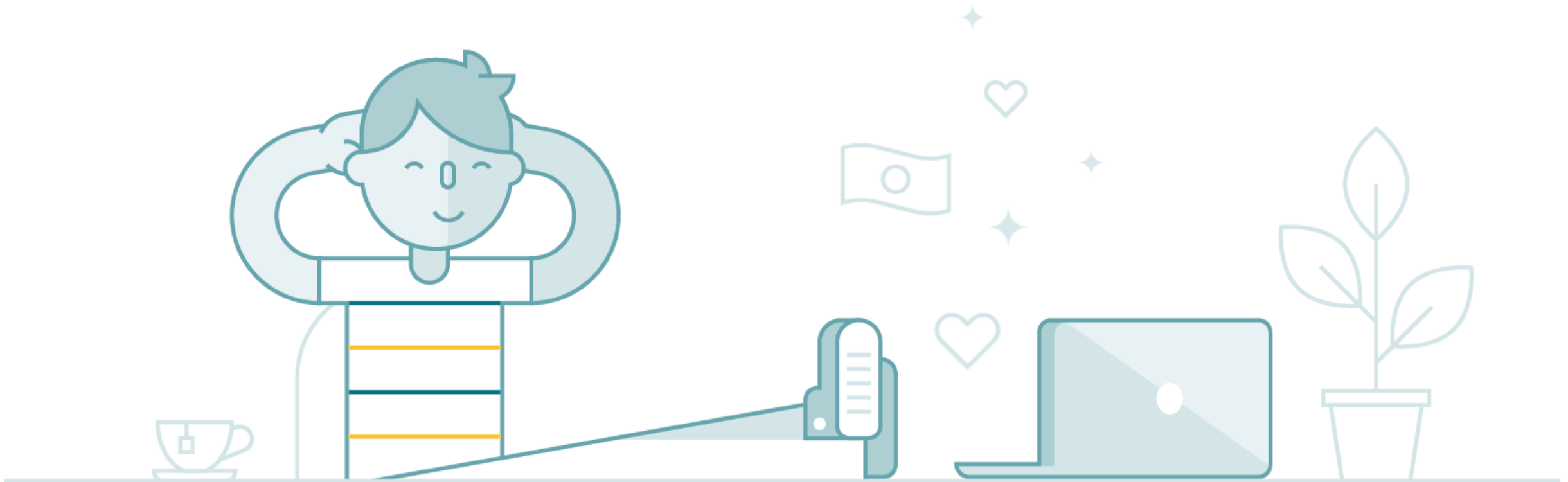


Easy set-up

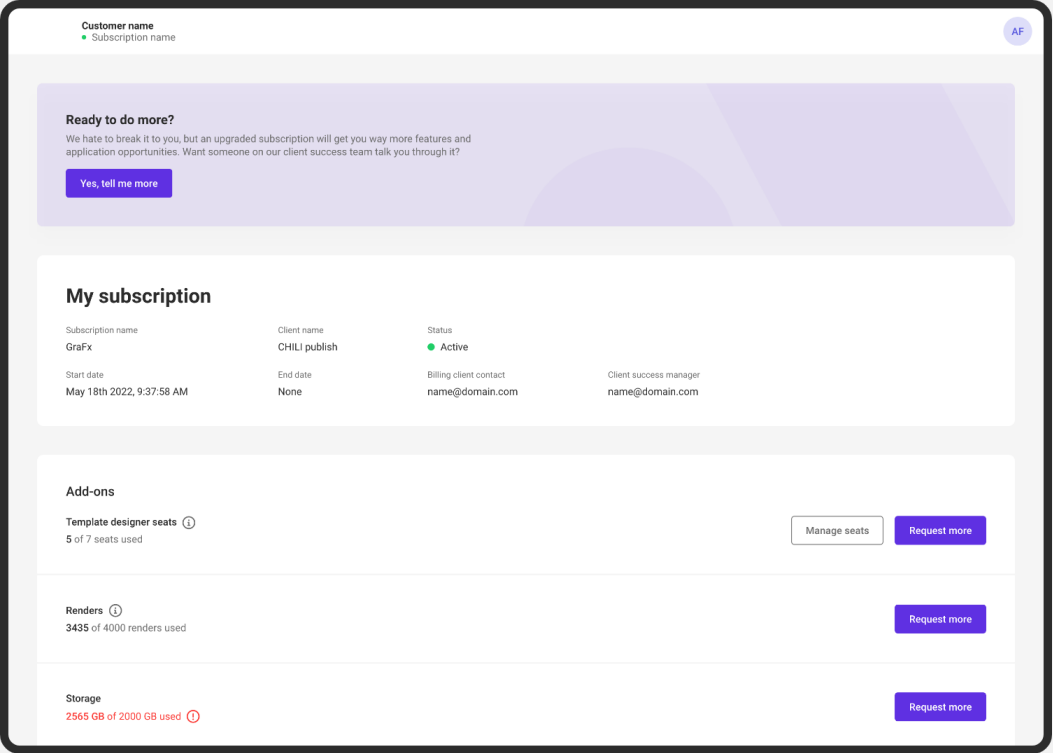
Empowering self-service



Give self-service access to customizable designs



Manage your
subscription
with ease.



Subscription analytics

Environment 1 ▼

Storage

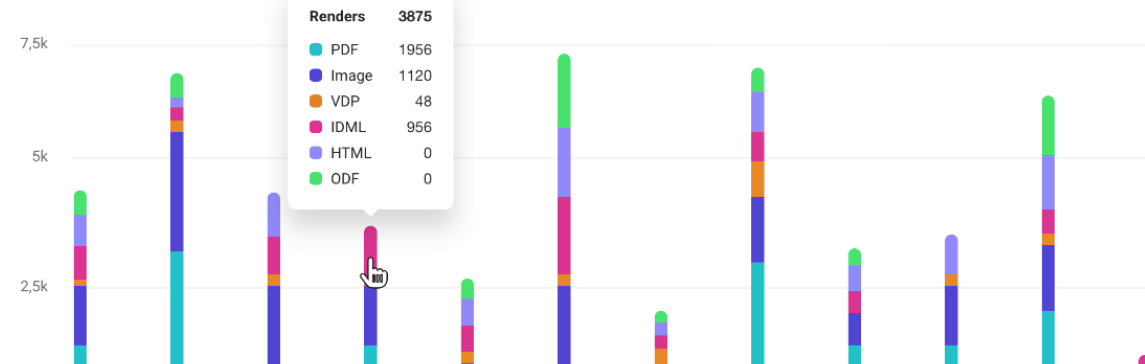
85,80 GB



Renders

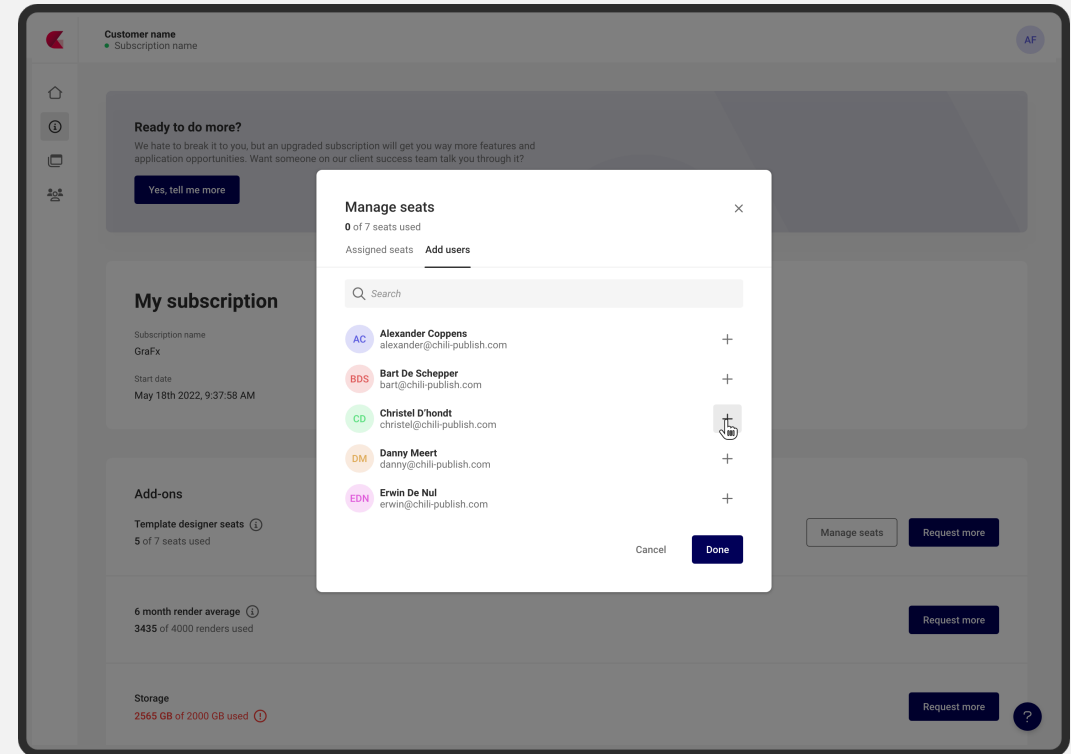
Month

Year



View details about your usage.

Template Designer Seats



Applications

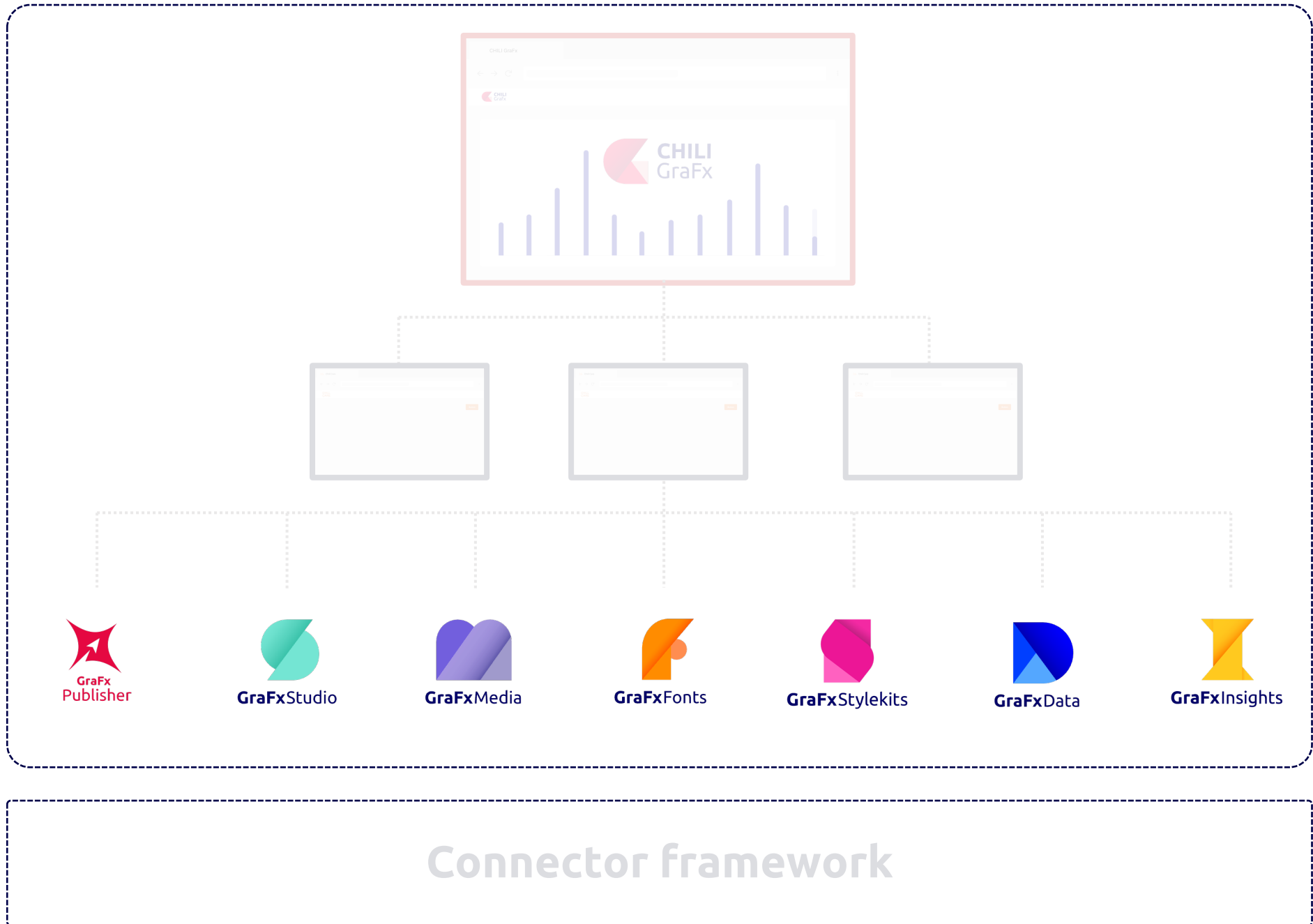




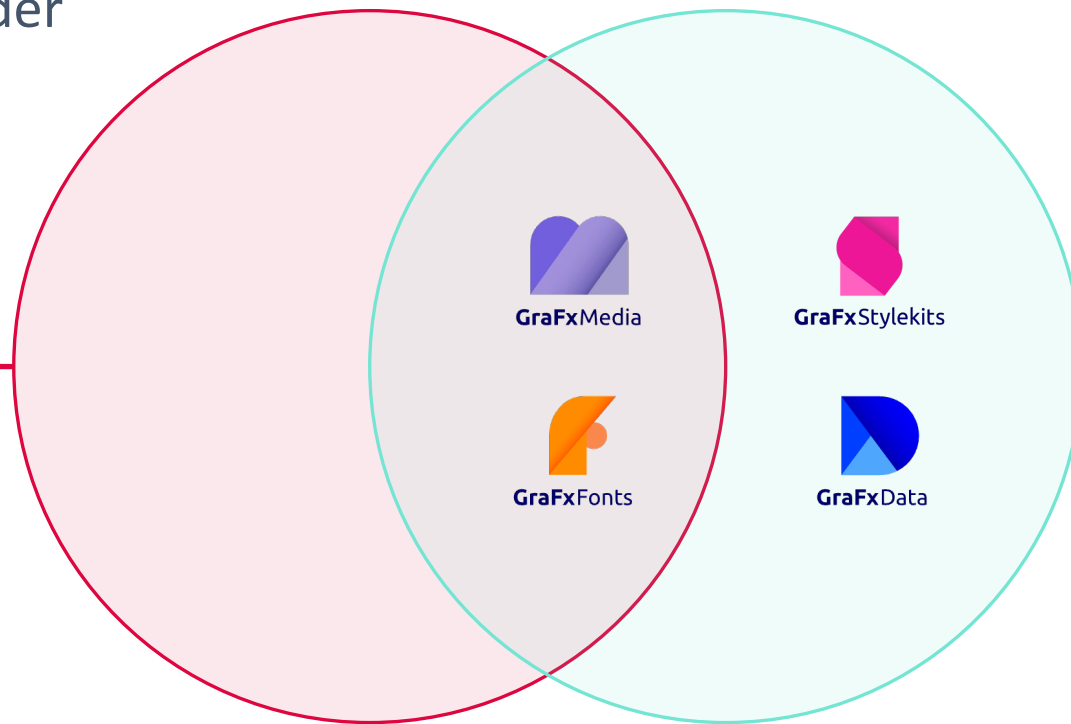
API



SSO



smart template builder



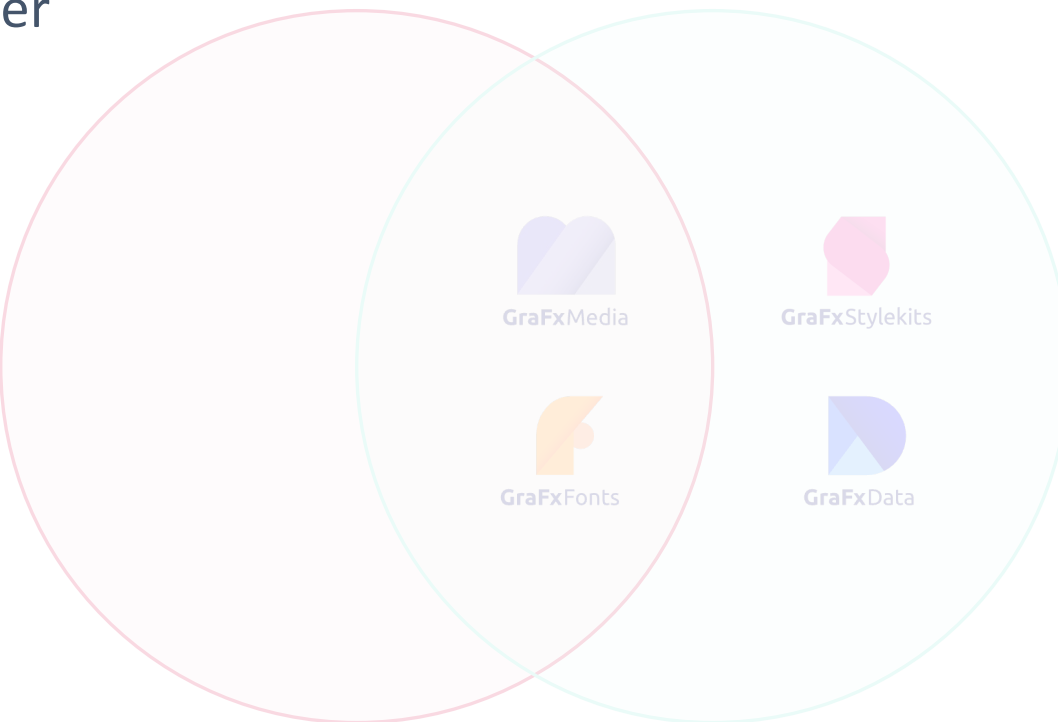
smart template builder



analytics

resource management

smart template builder



resource management

smart template builder



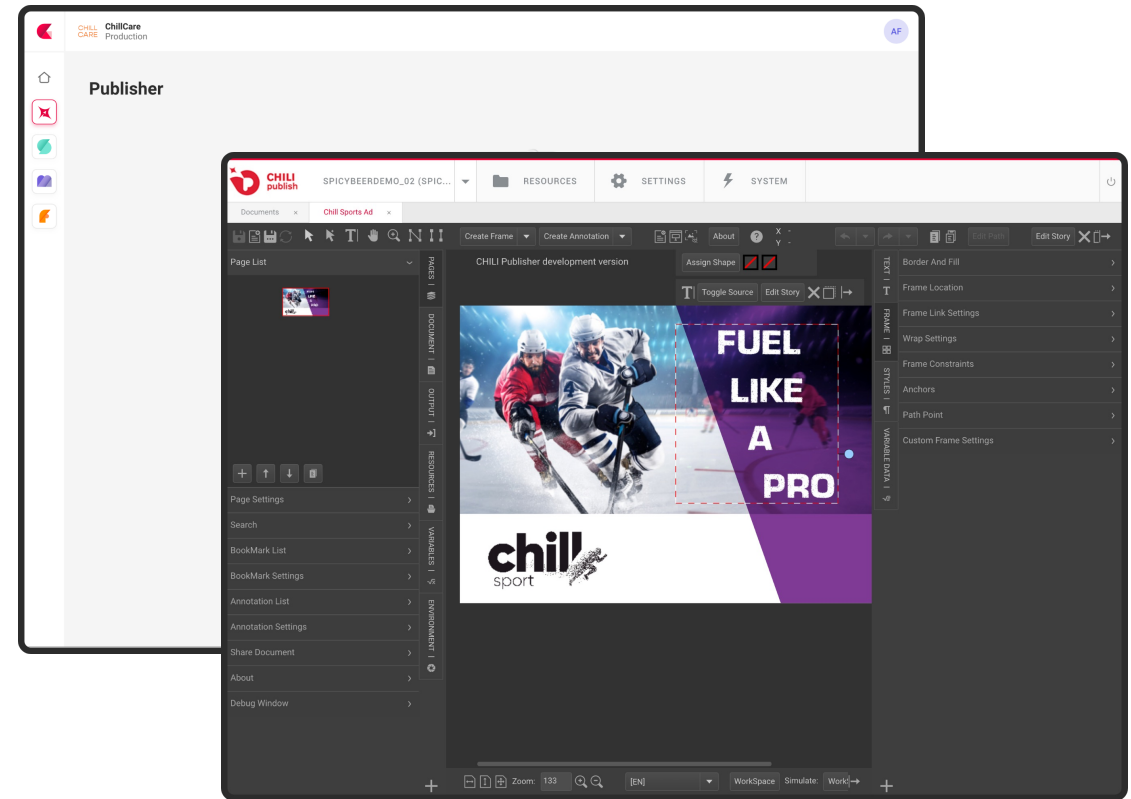
analytics



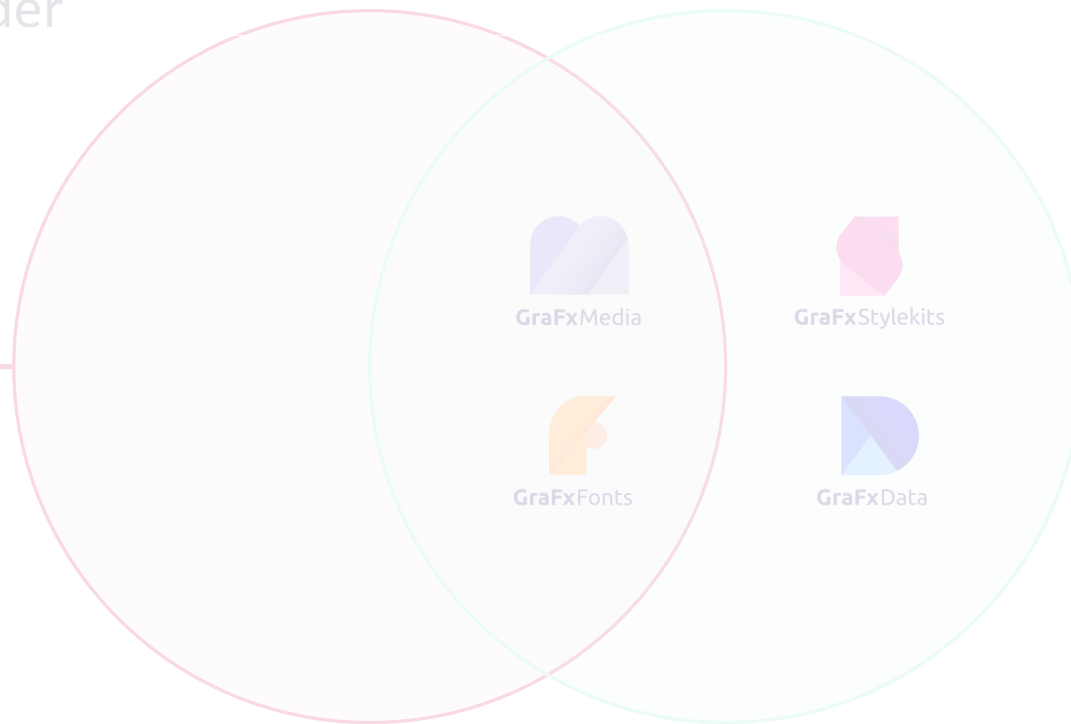
GraFx Publisher

Current CPO now an application

- Smart Templates
mainly for high-quality print output
- Ready-to-go PDF files



smart template builder



smart template builder



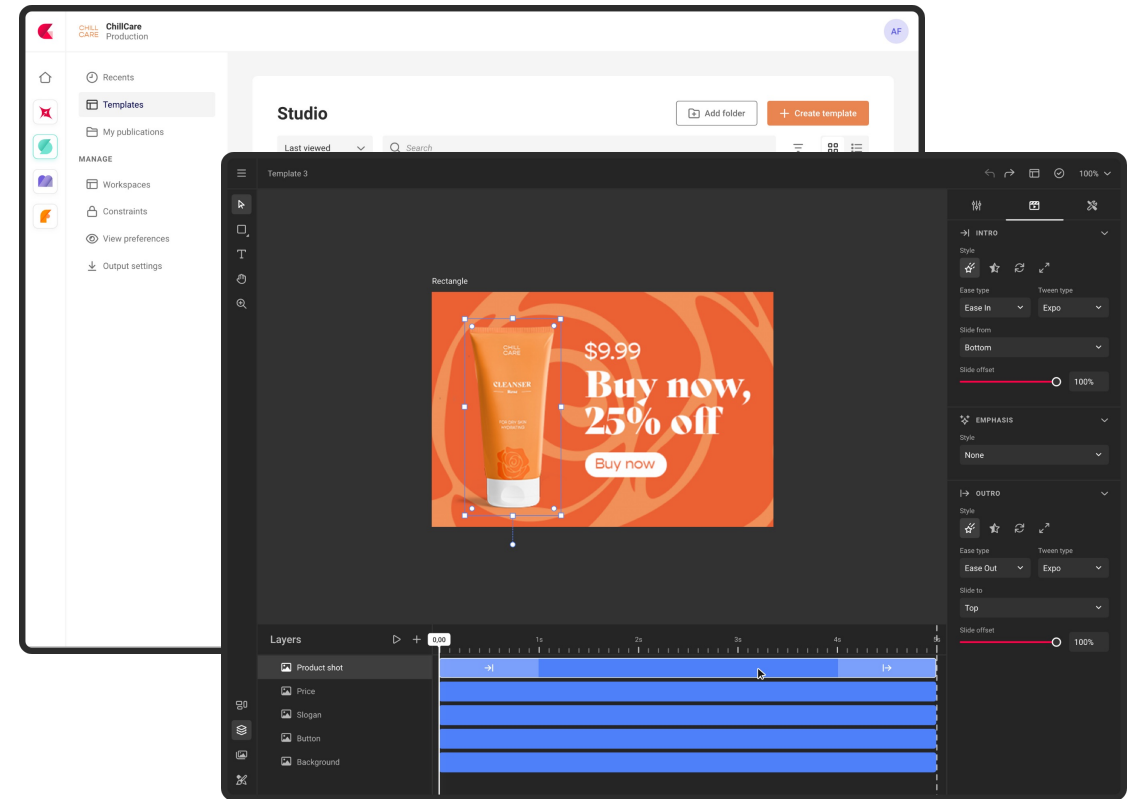
analytics

resource management



Smart Template Editor

- The ❤️ of CHILI GraFx
- For digital output, including animation (e.g. MP4, static GIFs and static images)
- Multiple lay-outs
- Data-driven resizable animated content



Print functionalities of GraFx Publisher move to GraFx Studio

smart template builder



smart template builder



analytics



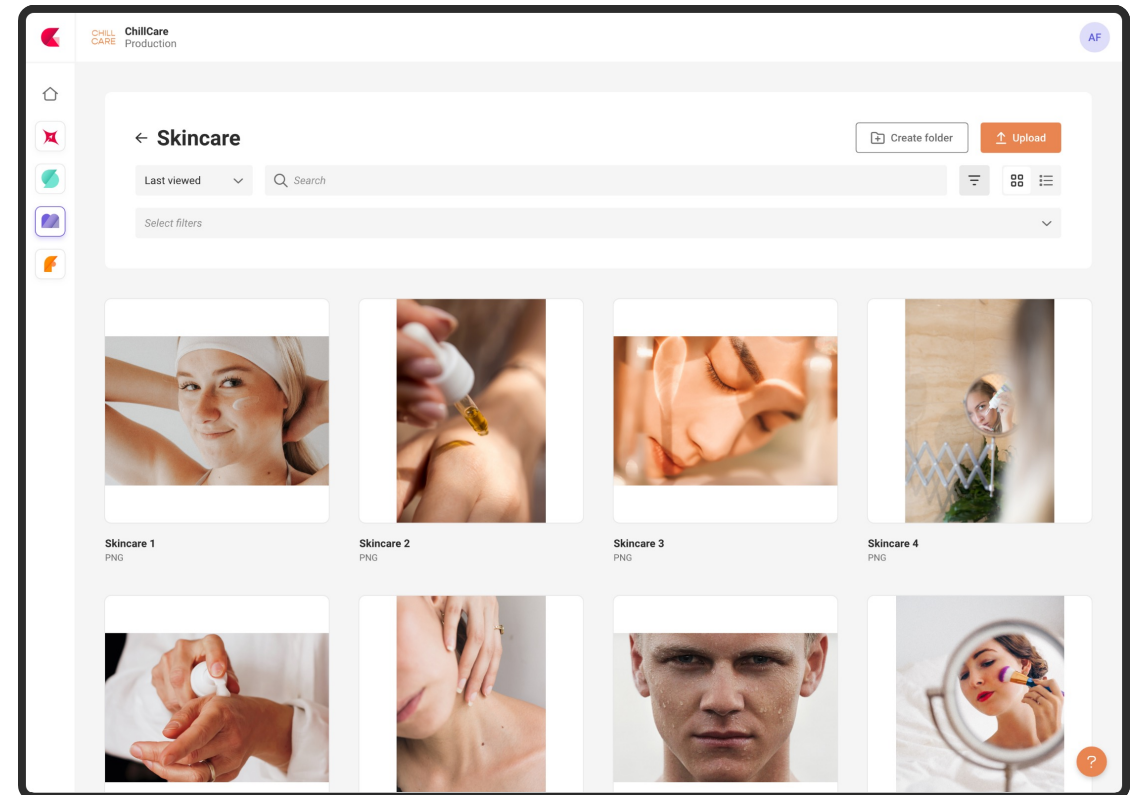
resource management



Asset repository/library

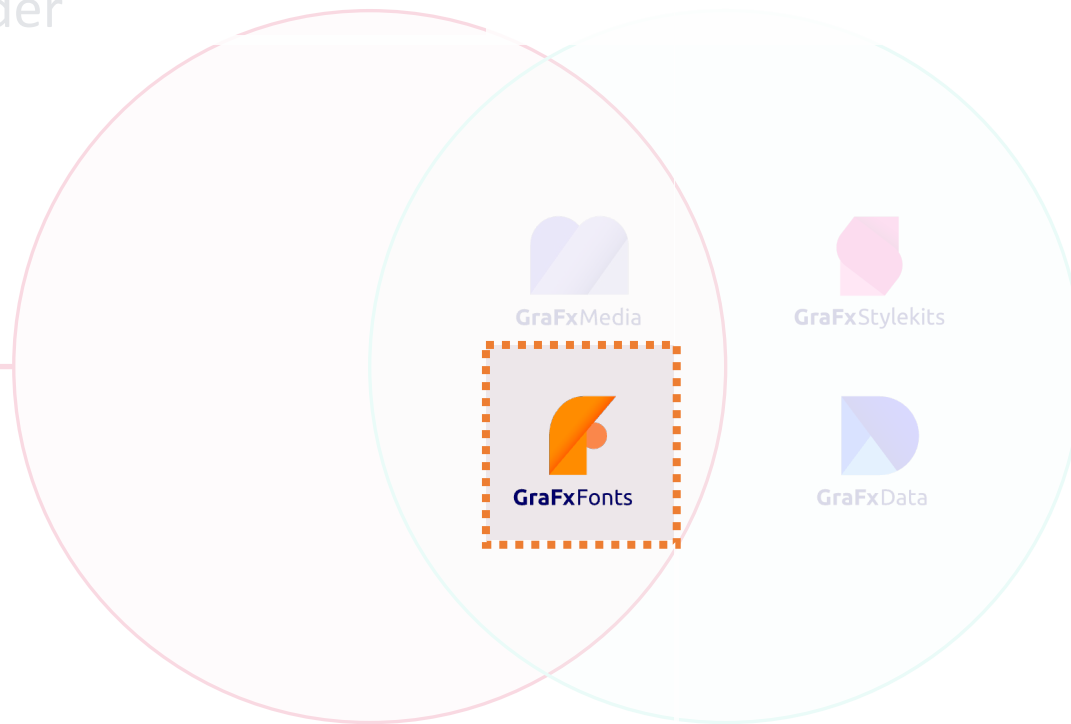
- Store and manage media assets in GraFx Media

our built-in media manager



Asset repository from CPO is deprecated and moves to GraFx Media

smart template builder



smart template builder



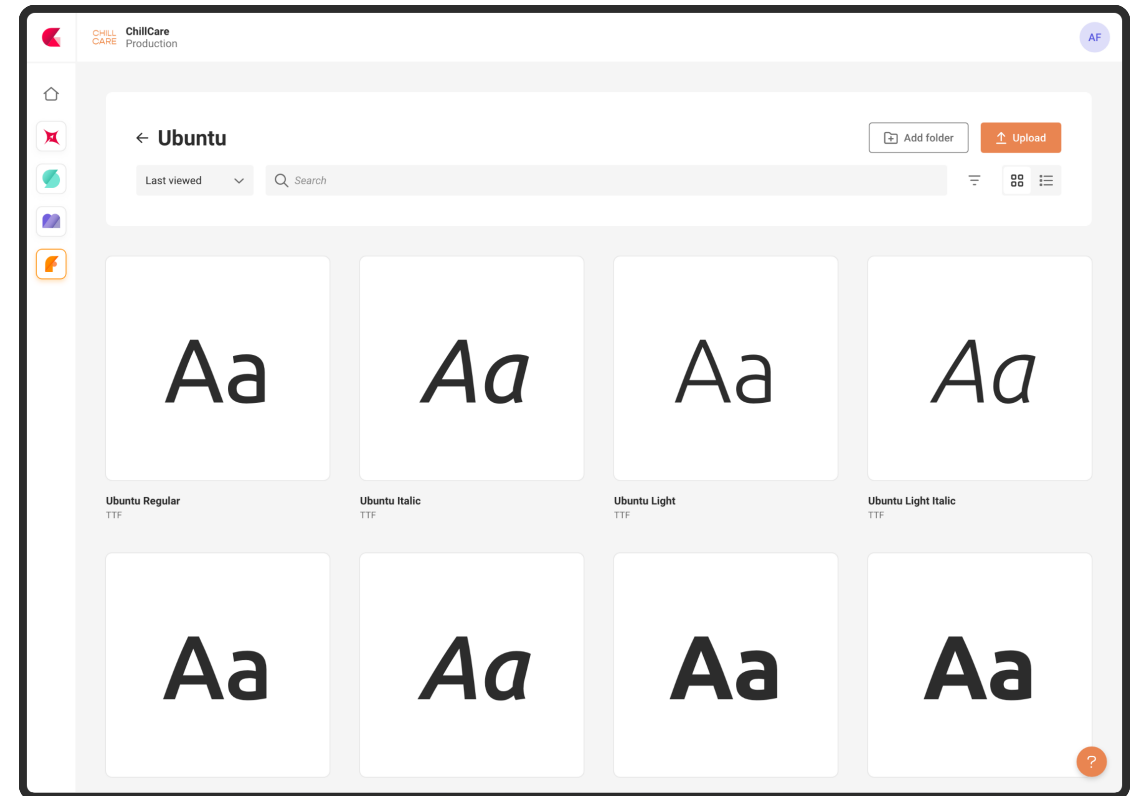
analytics

resource management



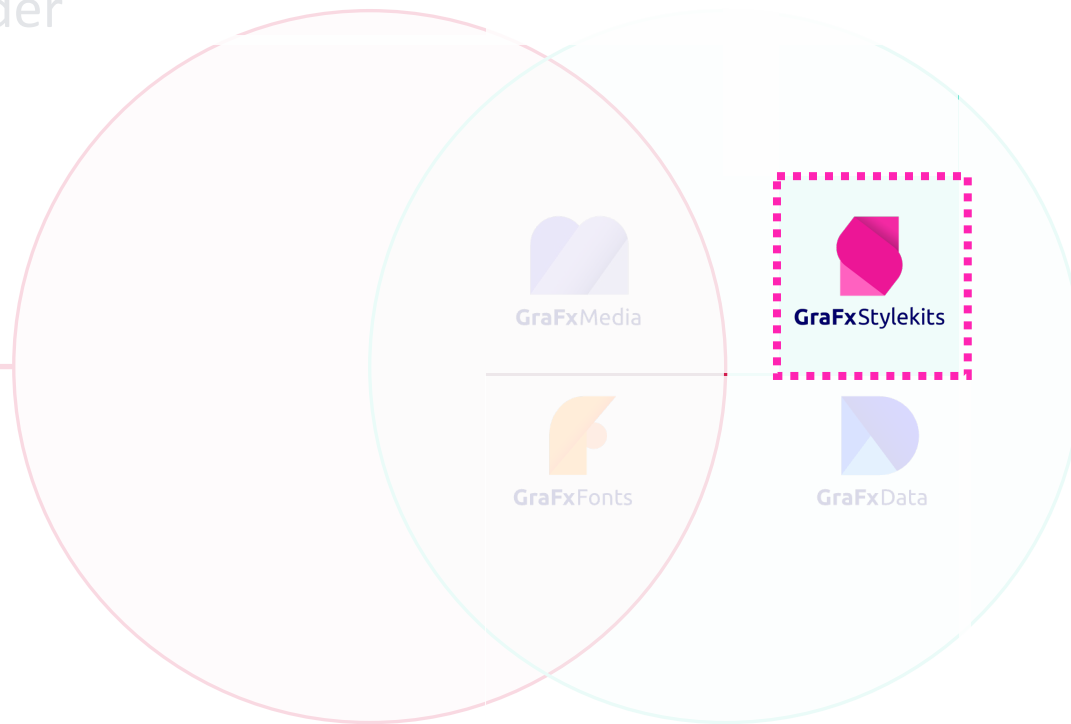
Fonts repository/library

- Centralize your licensed fonts in a single location. GraFx Fonts is visually intuitive and easy to use.



Font repository from CPO is deprecated and moves to GraFx Media

smart template builder



smart template builder



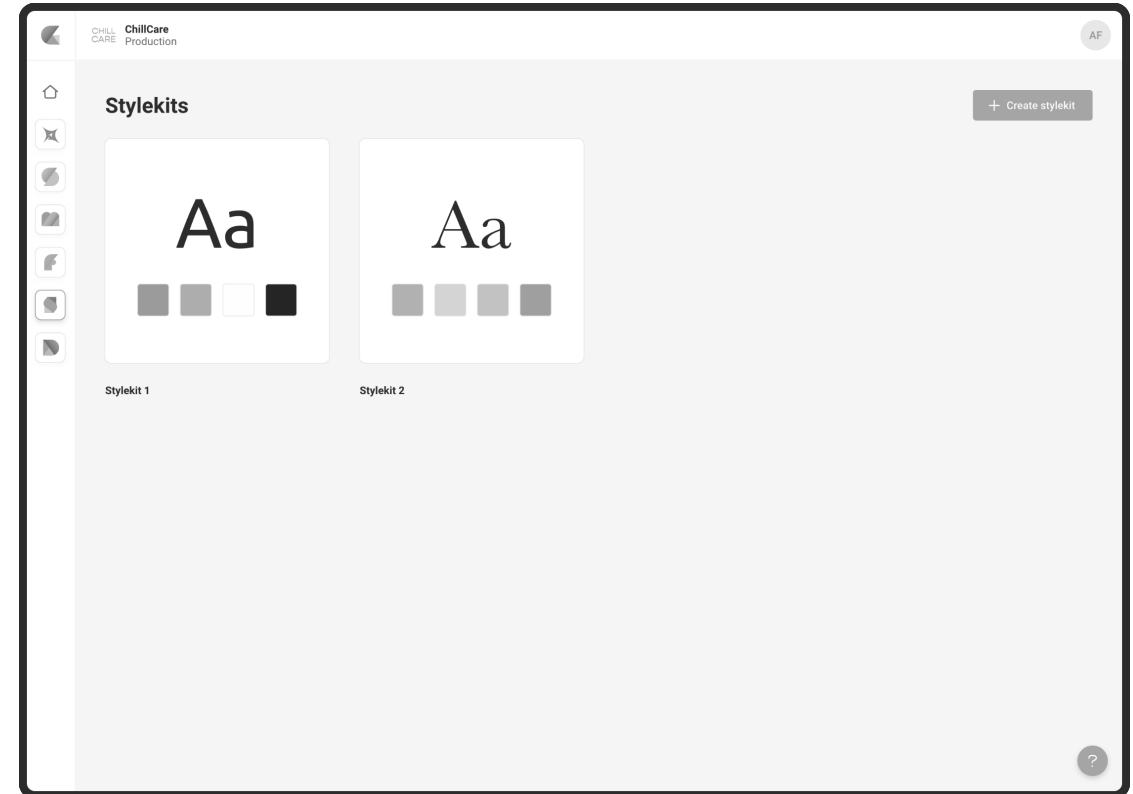
analytics

resource management

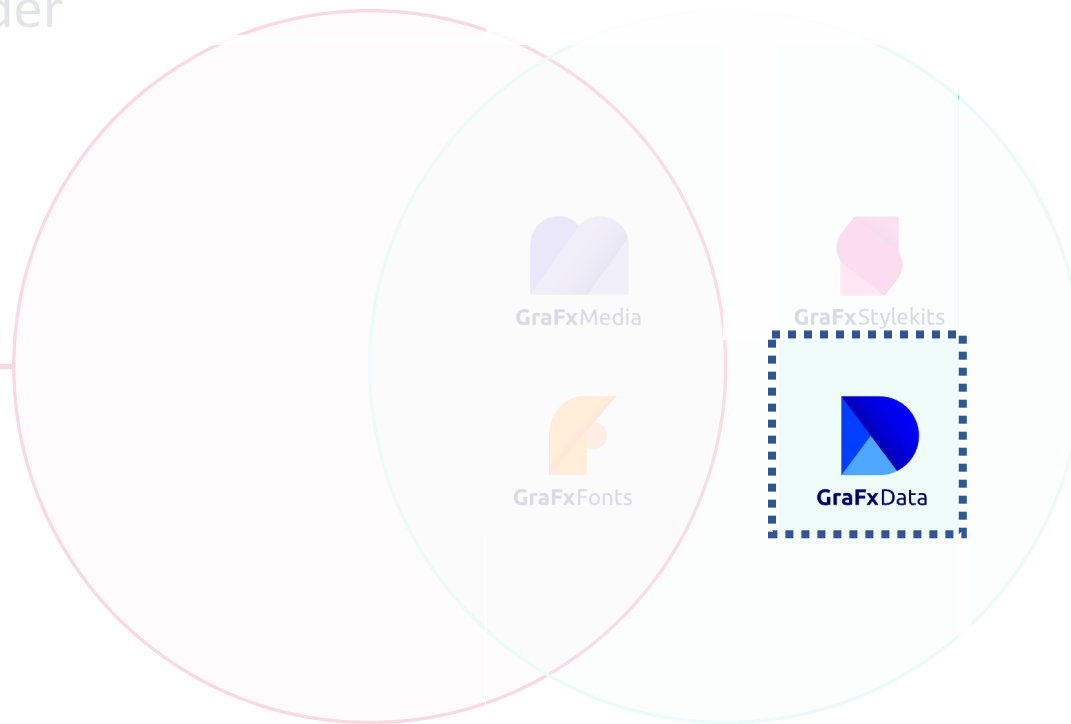


Definition of brand guidelines

- Combine fonts, colors, and paragraph and character styles into saved stylekits in GraFx Studio
- Guarantee your artwork stays on-brand for projects and clients.



smart template builder



smart template builder



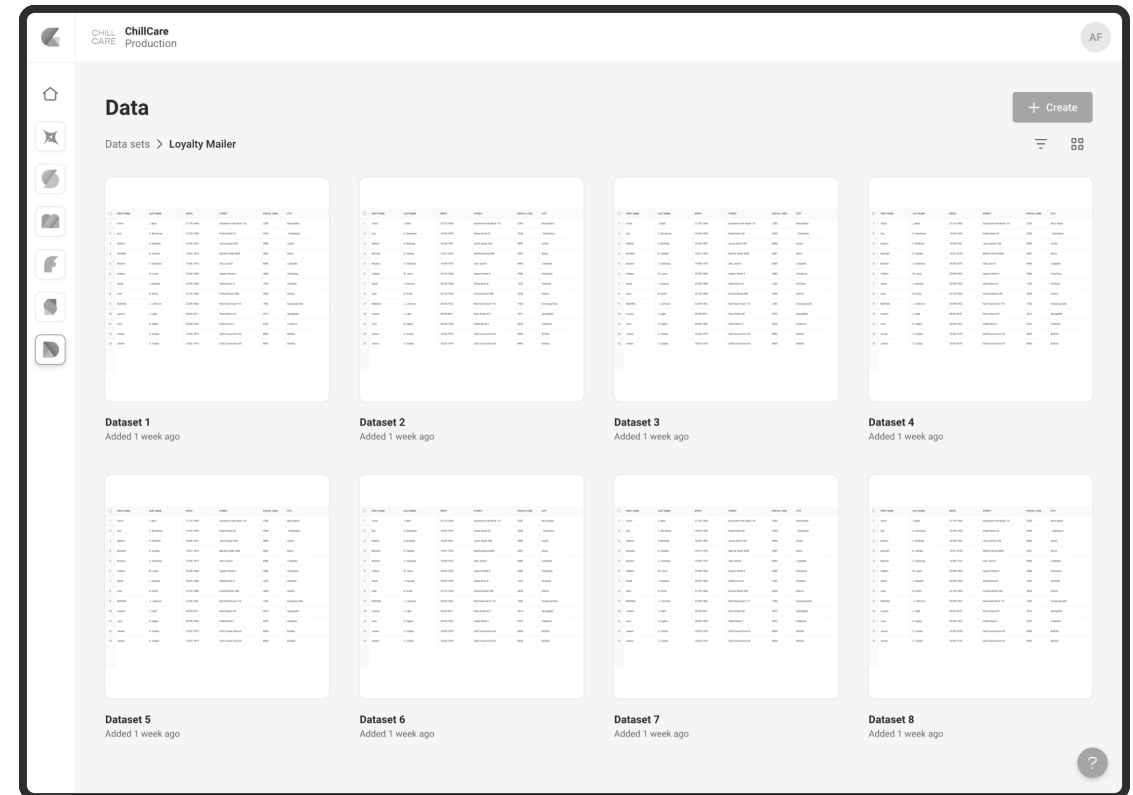
analytics

resource management

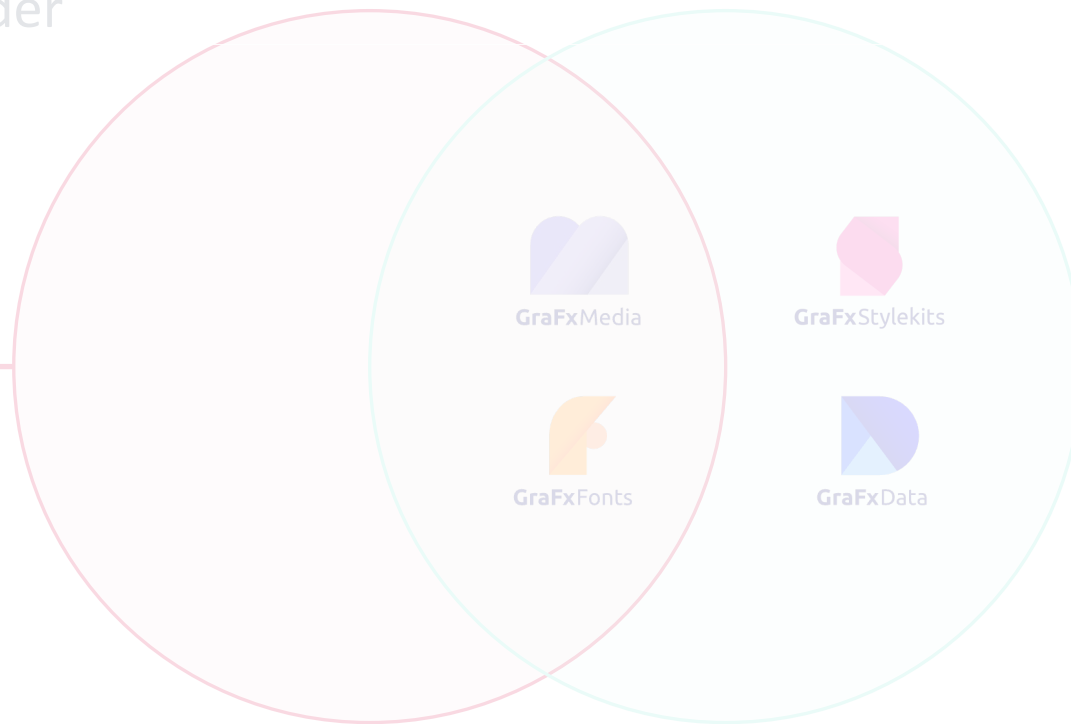


For batch output

- Add your own data to use GraFx Studio to drive fully-automated graphical production.



smart template builder



smart template builder



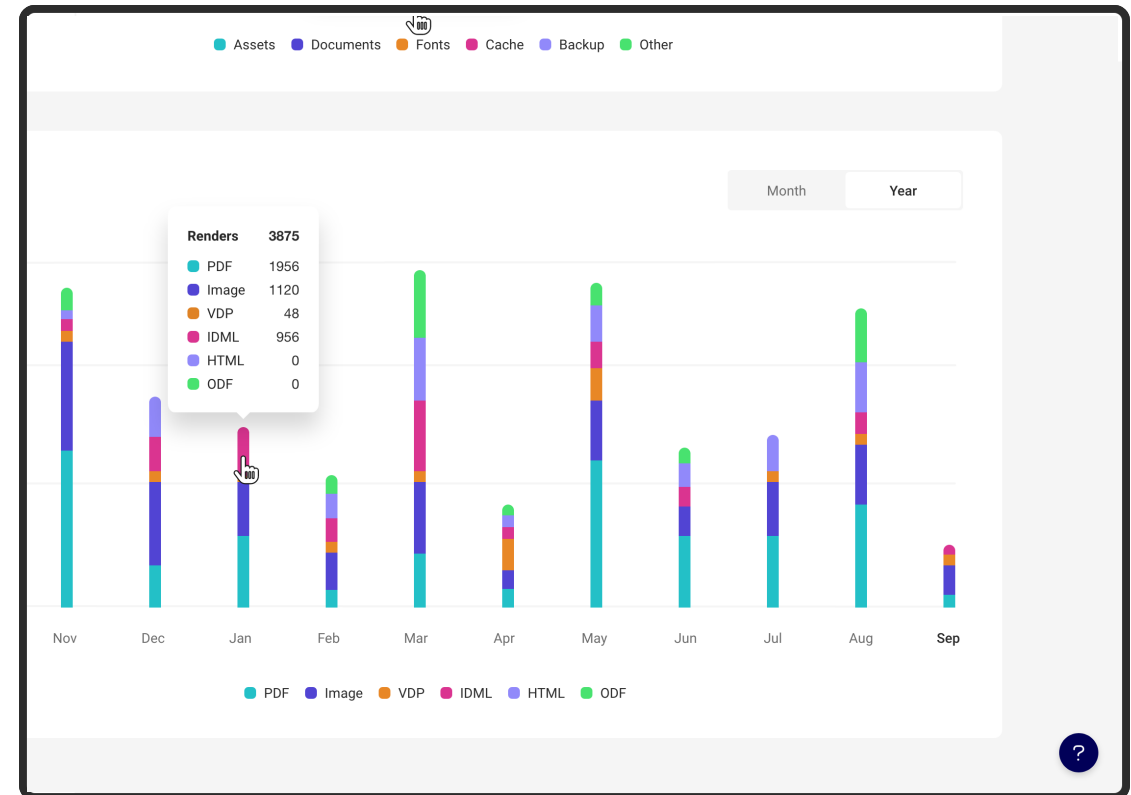
analytics

resource management



ROI

- Get analytics and reports on your smart templates usage in GraFx Studio, and start assessing your big return on investment with GraFx Insights.
- Analytics:
 - # of times a template was used
 - # of output created from templates
 - Type of outputs from templates
 - # of times a publication was created from a template
 - ...



Connectors

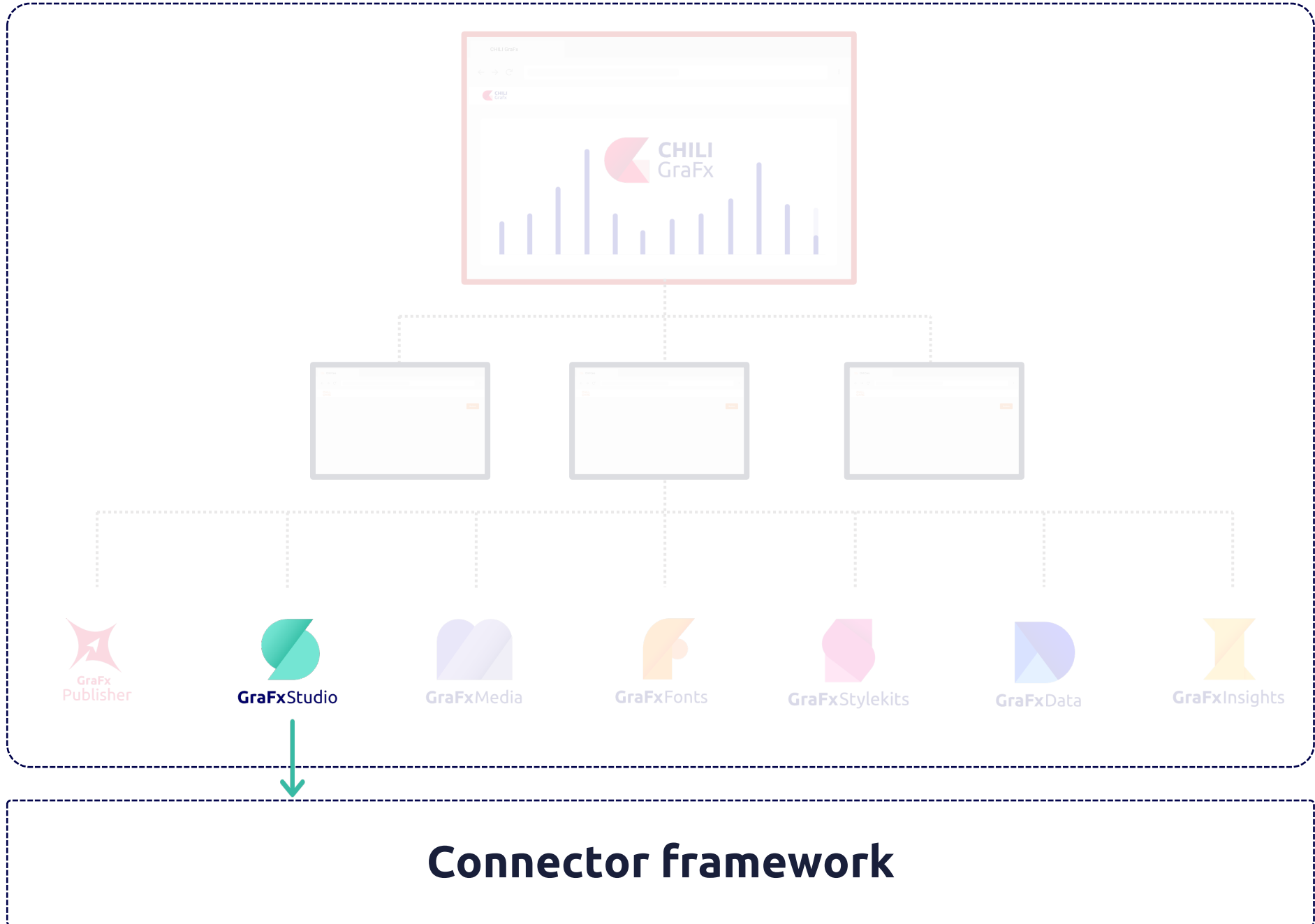




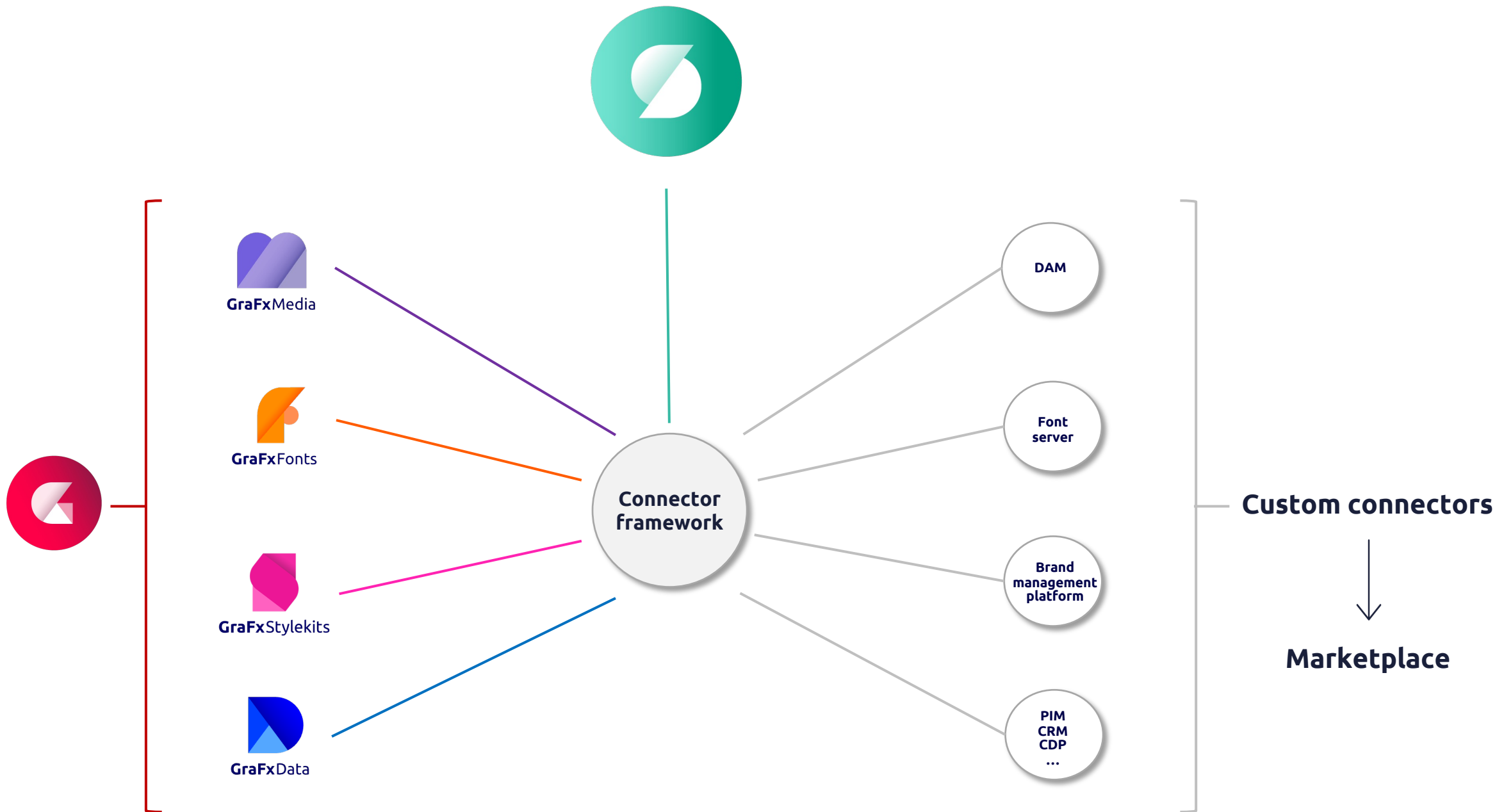
API

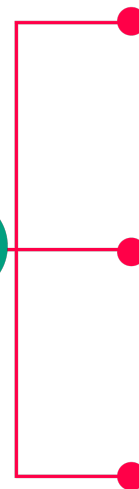
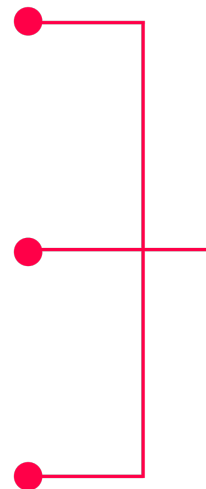


SSO









EN	EN	EN
FR	FR	FR
NL	NL	NL
诶	诶	诶

EN	EN	EN
FR	FR	FR
NL	NL	NL
诶	诶	诶

EN	EN	EN
FR	FR	FR
NL	NL	NL
诶	诶	诶

Media connector

Any media provider static data:

- DAM system

Any media provider dynamic data:

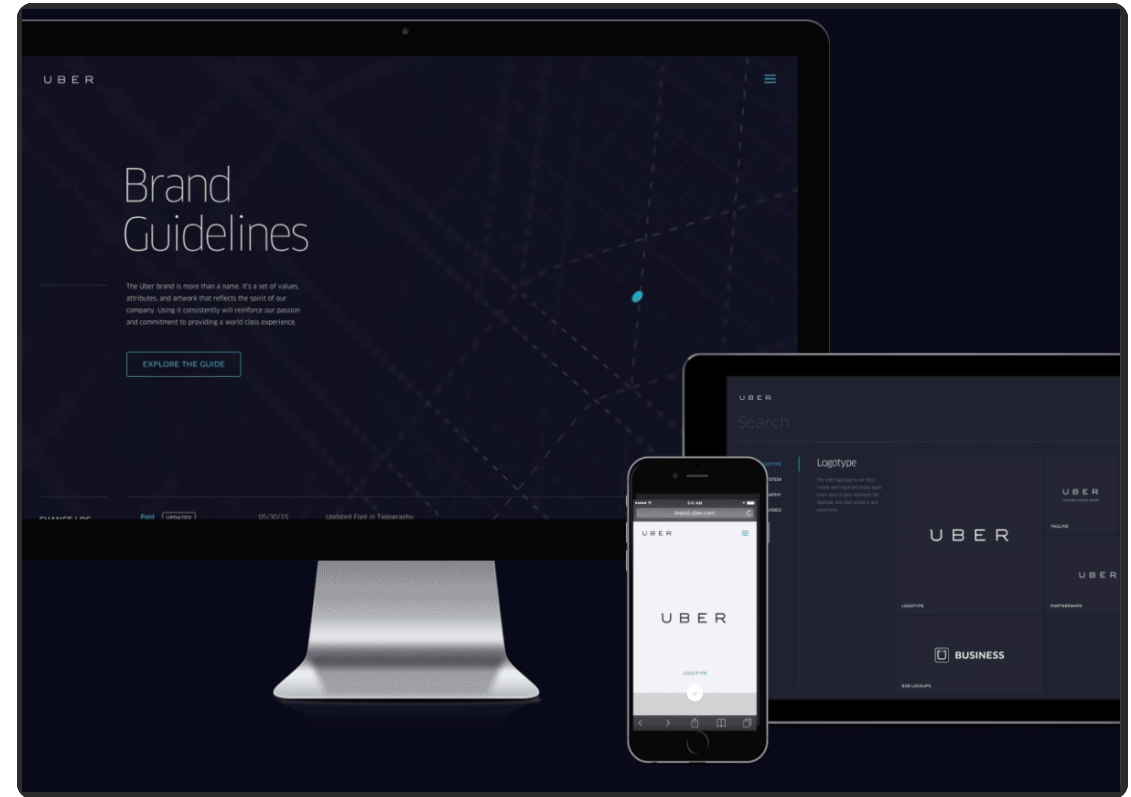
- Google Maps
- Bar code generator
- QR code generator
- And more...



Style connector

Brand management guidelines

- Connect with any external brand management portal or your own system



Data connector

For up-to-date batch output to drive fully-automated and personalized graphical production:

- CRM
- Salesforce
- Customer Data Platform (CDP)
- CMS
- PIM
- Extract, Transform, and Load (ETL) - systems
- ...



Output connector

For multichannel output

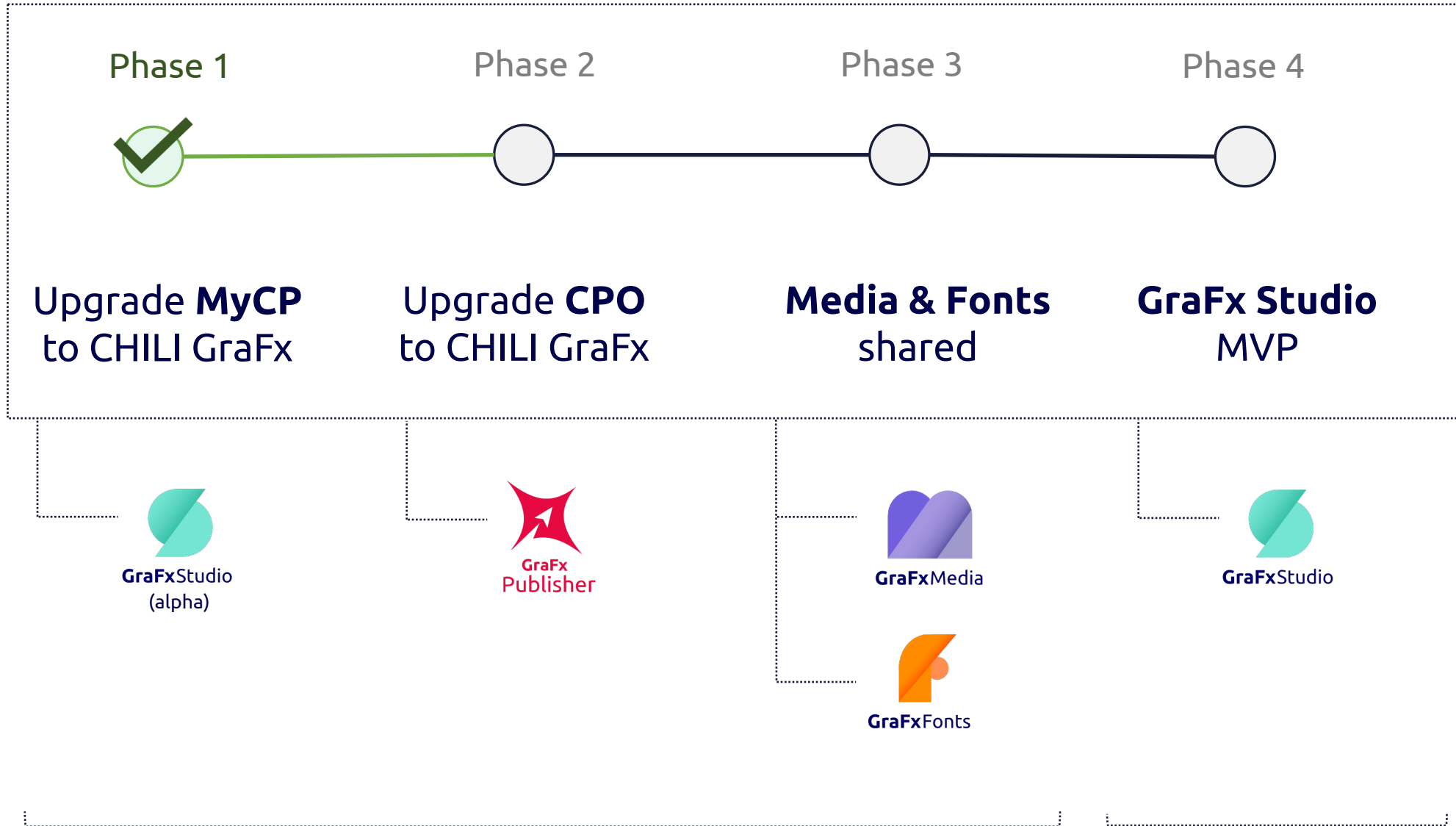
- Display ad network
- Web2print
- Print fulfilment
- Social media channels
- Submit to CDN network solution



Let's co-create!

Timings





All

Let's talk at Genius Bar

Phase 1 *Upgrade status*

+50

Clients

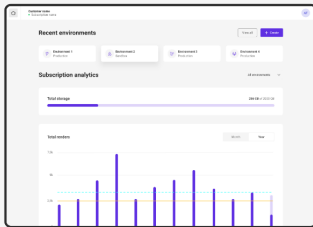




You're moving your account to
our new platform! 🦋

We have some great news, your account is getting moved to
our new platform. Click/tap the button below to get started.

Let's do this!



CHILI GRAFX

Your one stop creative automation platform.

MyCP and the backoffice as you know them today, brought
together inside a simple and intuitive platform with Single
Sign On and open API.



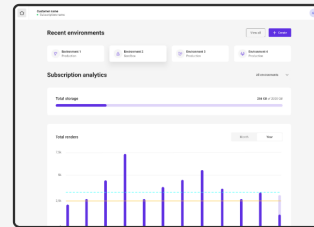
Enter your email

Please confirm your email. You will use this email for logging
into your new platform.

Email

name@domain.com

Confirm your email



CHILI GRAFX

Your one stop creative automation platform.

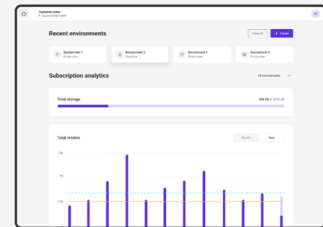
MyCP and the backoffice as you know them today, brought
together inside a simple and intuitive platform with Single
Sign On and open API.



Awesome, it worked!

We've send a confirmation mail to
kevin@chili-publish.com

Didn't received an email? [Resend email](#)

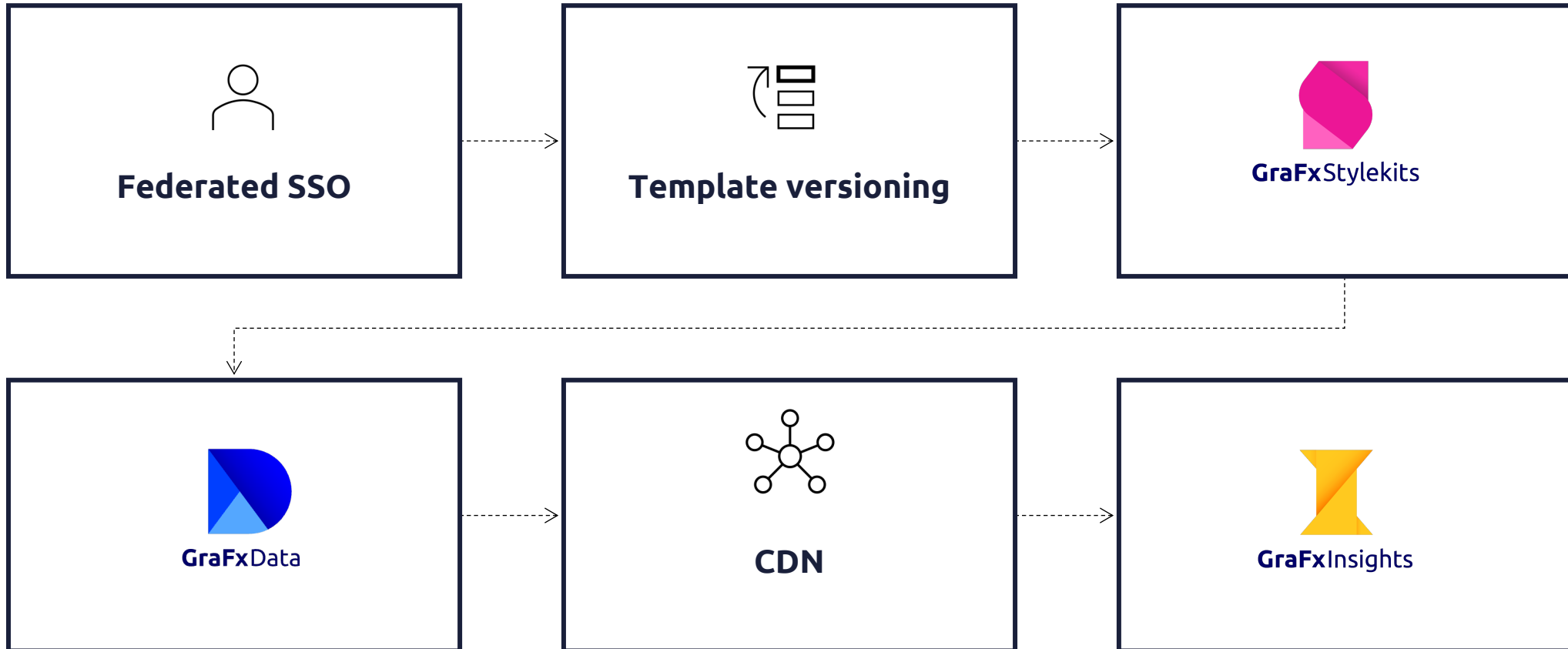


CHILI GRAFX

Your one stop creative automation platform.

MyCP and the backoffice as you know them today, brought
together inside a simple and intuitive platform with Single
Sign On and open API.







Down the rabbit hole of CHIL GraFx



Welcome

pblondeel@chili-publish.com

Edit

Password



[Forgot password?](#)

Continue

Wonderland of *Creative Automation*



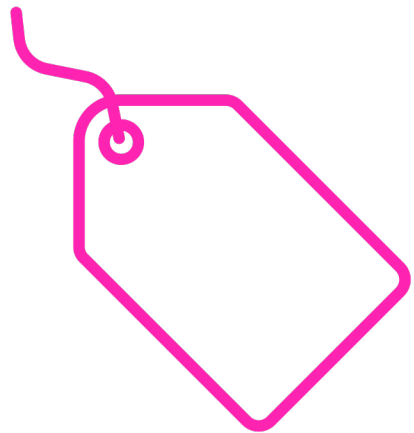
is

a multi-channel creative automation platform

Phygital

Suite of apps supported by
a marketplace of connectors

Centralized
in 1 place



Value for **Brands**

- **On-brand messaging at volume**
- **Glocal customization**
- **Strong brand governance**

Make more sense



Value for **Agencies**

- **Scale your volume**
- **Boost your agility**
- **Design & Tech agency**

Create more impact



Value for Retail

- **Personalize**
- **Highly effective**
- **Data-driven**

Get to the point

Create at scale



Thank you



Next speakers

- ***How Creative Automation made the physical; digital and transformed our business.***

Gary Howard - Precision Marketing

- ***Oliver Agency: Enabling consumer brand resources with Intelligent Automation***

David Russell - Oliver Agency

