

## Deutscher Sparkassenverlag integrates RealObjects edit-on® Pro 4 into KMAUS.

*With KMAUS (KartenMedien-AUSgabeservice) [Card Media Delivery Service] the DSV group (Deutscher Sparkassenverlag) [German savings bank's publishing house] offers an economical service for sending bankcards and/or PIN numbers. An important part of this service is the ability to change the contents of the letter layout and body online. The RealObjects edit-on® Pro 4 editor allows fast, efficient and convenient creation of card and PIN number letters.*

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### **About the DSV group**

The DSV group based in Stuttgart has more than 1600 employees, a turnover of € 621 million and is one of the largest publishing houses in Germany. With its subsidiary and associated companies, the Deutsche Sparkassenverlag is an all-round service provider that delivers everything necessary for savings bank finance groups to strengthen their market position. The organization offers a wide range of products including – classical publishing media such as technical journals, reference publications and books - technical equipment, bankcards, IT services, IT products, communication products and technology products, Internet products, electronic advisory systems, communication concepts and PR events for about 700 organizations in the savings bank finance group.

### **Starting point**

With KMAUS the Deutsche Sparkassenverlag offers one of the most popular services in the bankcard business. Over 80 percent of all savings banks use KMAUS for sending bank cards and PIN numbers to their customers. To meet the savings bank's expectations regarding shorter delivery times and better invoice control the DSV group will offer the possibility of processing KMAUS order creation via the Internet. The implementation will be realized in two steps: Step one will allow to order KMAUS services online. Step two will enable KMAUS users to edit or modify header and footer, facsimiles and the text of the KMAUS letters online.

### **Requirements**

To be able to work on the bankcard and PIN number text online, an online editor must meet the following requirements:

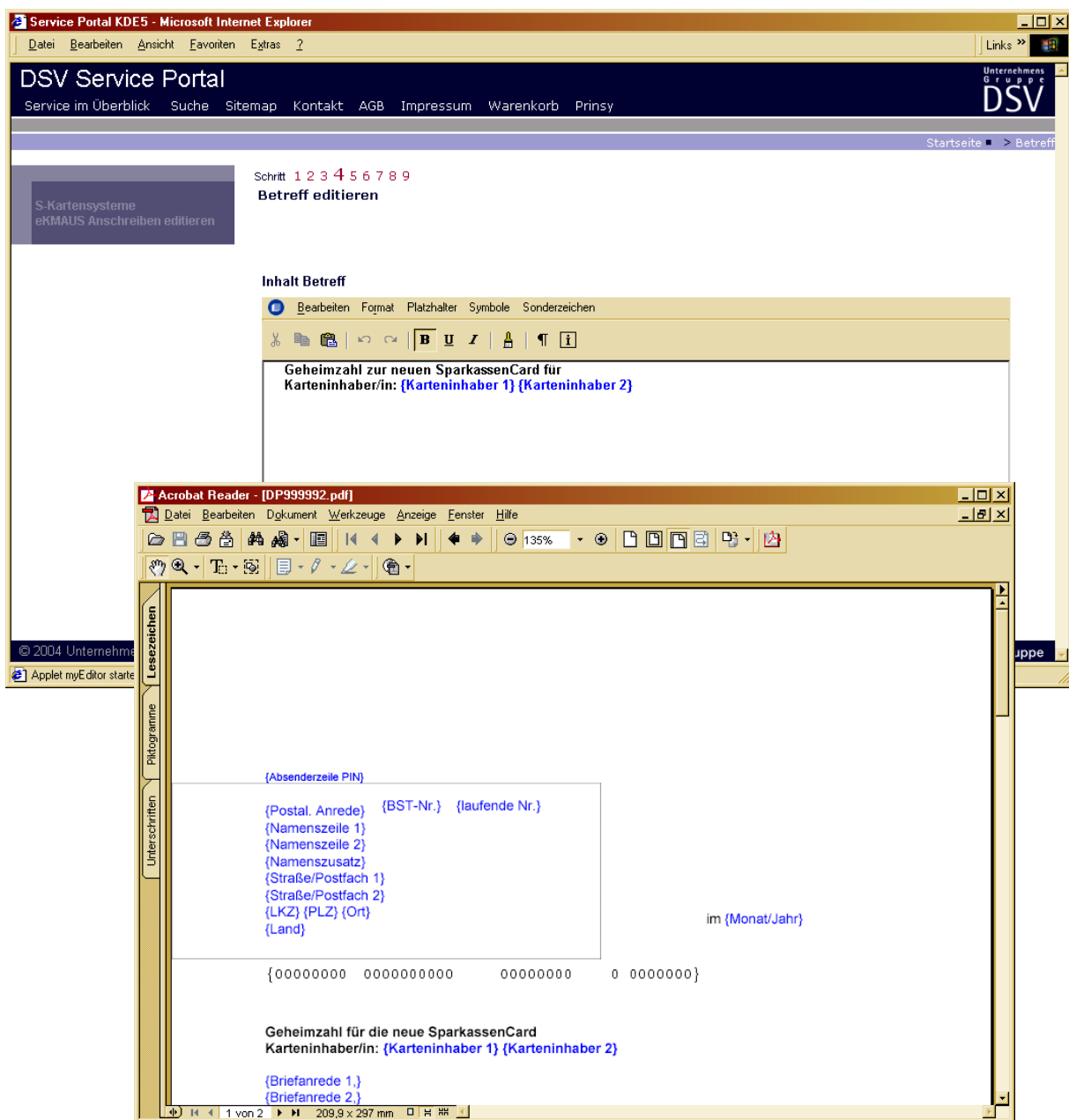
- User-friendly
- Text formatting capabilities
- WYSIWYG (What You See Is What You Get) text display
- Possibility of customizing text
- Configurable user interface
- Flexible handling of different fonts
- Handling of the text in a standard format, preferably XML, to simplify further processing
- Platform independence

After a detailed analysis, RealObjects edit-on® Pro 4 was chosen as the best tool for creating and editing KMAUS letters.

## Properties of KMAUS Letters

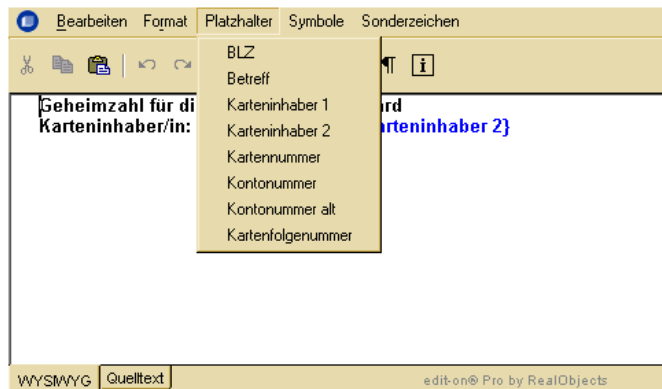
A KMAUS letter is a template that contains wildcards instead of personal recipient information. When entering the text, wildcards can be created and placed as required and will be highlighted automatically. When the KMAUS letter will be personalized, i.e. when printed, the wildcards will be replaced by the personal details of the recipient.

A KMAUS letter consists of multiple sections that will be edited separately. While editing the user will be supported by a wizard. At any time the different sections can be displayed as a single PDF document.



### The edit-on® Pro 4 solution

RealObjects edit-on® Pro 4 completely meet the requirements to edit KMAUS letters online. On the one hand, the configurable user interface allows to reduce the available functions as needed, on the other hand it allows to offer specific functions, i.e. the insertion of wildcards.



All fonts available on the user's workstation can be used by edit-on® Pro 4. In combination with the WYSIWYG display the user gets an excellent impression of the final appearance of the KMAUS letter.

Storing the text in XHTML format allows further automated processing using technologies such as XSL-FO, i.e. to display the letter as a PDF.

The platform independence of edit-on® Pro 4 is an important basis for use in the heterogeneous IT environment of the Deutschen Sparkassen Verlag GmbH.

### Experiences with edit-on® Pro 4

There were no significant problems during the technical integration of edit-on® Pro 4 into the existing online application. The configurability of edit-on® Pro 4 allowed a flexible adaptation of the editor during all development cycles.

#### Ulrike Galow, Head of IT Implementation:

*"The configurability and extensibility of edit-on® Pro 4 enabled quick integration of the editor into the project. The license model allowed flexible use of the editor without modification of the existing software. In conjunction with the technical requirements this was an important factor in choosing the product."*

#### Heike Wetzel, Debit/Credit Development Consultant:

*"The extensibility of edit-on® Pro 4 concerning wildcards (Custom Tags) forms the basis of KMAUS letter creation. The user interface of edit-on® Pro 4 is completely customizable. This allows the user to focus on the available functionality. This dramatically reduces the possibility of false operation. The DTD based validation of edit-on® Pro 4 guarantees the XHTML conformance of the created letters and allows automated server-side processing."*

### Conclusion

The edit-on® Pro 4 editor is the central component for online creation of bankcard and PIN letters. The high level of configurability and extensibility form the basis for using the editor in the heterogeneous user environment of the Deutschen Sparkassenverlag.

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