



Melazeta chooses Seeweb to host the FairCatalogue platform

A lasting partnership: Melazeta's catalogue maker software is hosted on Seeweb Cloud technology.

fair Catalogue & **seeweb**
by Melazeta

Introduction

By **Seeweb**

In the landscape of Digital Transformation, both large enterprises and SMEs are increasingly involved in managing numerous internal processes, driving the need for **innovative technological solutions**.

The **collaboration between Seeweb and Melazeta** exemplifies synergy in this context. For years, Melazeta has distinguished itself in the **software development** industry with innovative solutions like the new FairCatalogue, a catalog creation platform that simplifies the production of marketing and sales materials. On the other hand, Seeweb, **a leader in Cloud services**, has provided the technological infrastructure to ensure FairCatalogue's excellent performance, security, and scalability.

Opportunities

Digital Transformation impacts everyone, from large enterprises to **SMEs**, which are increasingly managing many internal processes. In the field of communication and marketing, the rise of Web 2.0 and social media has turned managers and entrepreneurs into creators who have learned to communicate through these platforms.

At this stage, the practice of “**web to print**”, now widely used by both individuals and companies, has become commonplace. As a result, businesses are seeking **online graphic design software** that is easy to use, even for non-professionals, and offers intuitive templates. This is where the development of **FairCatalogue** comes in, a catalog creator that **requires no graphic design expertise**.

Solution

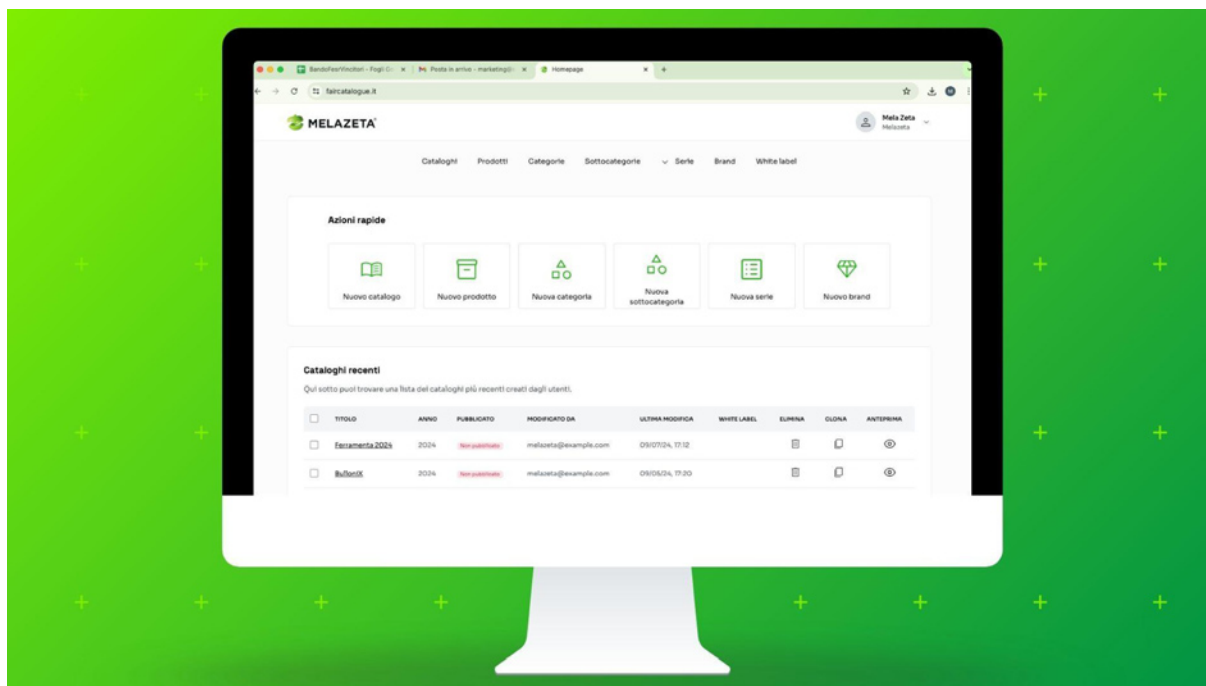
FairCatalogue is the **easiest and most immediate solution** for creating catalogs. There's no simpler tool to create a catalog and keep it updated at any time. The FairCatalogue software **generates PDF catalogs**, suitable for printing or sharing via e-mail, social media, cloud drive, etc.

FairCatalogue integrates a '**QR-code**' function for activating external links, including the option to connect to 3D simulations in augmented reality or link to an **online shop**.

FairCatalogue is a **flexible and customizable platform tailored to the brand's needs**. Starting from a data base, it allows users to easily generate catalogs through an **intuitive online interface equipped with an editor**.

Especially suitable for distribution and retail businesses, this Catalog Creator enables the rapid creation of **product catalogs**, allowing users to organize and structure items as they wish, including special offers and selections. The catalog sections include: cover page, index, various page formats with tables and boxes, texts and images, product logo archive, and a back cover with company information.

The catalog can be exported in PDF format, ensuring both **content security** (as it will be read only) and **ease of printing and sharing**. The created catalogs can be **viewed both offline and online** and can be instantly **distributed via e-mail**, posted on the company website, integrated into e-commerce platforms, or shared on social media.



Result

The adoption of a platform like FairCatalogue is part of a corporate strategy aimed at expanding the potential customer base by providing personalized, Cloud-based applications, starting from market analyses that highlight niches for dedicated developments.

This strategy has been made possible thanks to the fruitful collaboration with Seeweb, which has been supporting Melazeta's digital projects since 2016 and became a Partner in 2021.

The benefits of this partnership can be summarized as:

1. Exclusive support and training;
2. Inclusion in a network of over 30 partners;
3. Access to co-marketing funds and rewards;
4. Economic advantages.

The partnership between Seeweb and Melazeta demonstrates how a strategic collaboration, based on shared values and common goals, can lead to significant results. The integration of FairCatalogue with Seeweb's resources and support has not only facilitated Melazeta's innovation but also helped build a strong network of mutual opportunities and benefits.

Services Used

Melazeta relies on **Seeweb's Cloud Server** infrastructure to ensure FairCatalogue's platform delivers high performance and top-level security.

FairCatalogue is hosted on a **redundant N+1 virtual server**, offering high performance thanks to enterprise-grade hardware and fully guaranteed resources such as RAM, CPU cores, bandwidth, a dedicated IPv4/IPv6 network, and high-performance SAN-based data storage.

The solution is fully **scalable: vertically**, by adjusting resources on demand, and **horizontally**, by adding cloud clusters to create complex, flexible, and customized infrastructures. This flexibility allows Melazeta to quickly adapt system capacity, effectively managing traffic spikes or an increased number of products.

The Cloud enables Melazeta to manage the product catalog, integrate new features, and update information from anywhere, ensuring seamless multichannel operations for both the team and end customers without interruptions.

Seeweb provides **specialized technical support** with a "*fully managed*" approach, ensuring immediate assistance and optimal infrastructure management.

The infrastructure includes **automatic backups** and **disaster recovery** policies, protecting catalog data from loss, human error, or hardware failures, with rapid recovery plans in case of emergency.

Security is a priority: **firewall**, **antivirus**, and **antispam** systems continuously monitor the FairCatalogue platform, ensuring the highest infrastructure security standards.

Seeweb stands out for the **quality** of its services, certified by the **highest process and security** standards, guaranteeing a reliable service at all times.



Conclusion

In conclusion, the collaboration between Melazeta and Seeweb is a perfect example of how two companies can **combine their expertise to develop innovative, market-tailored solutions.**

Through Seeweb's advanced cloud infrastructure, FairCatalogue provides its users with a secure, scalable, and user-friendly platform, enabling flexible and dynamic catalog management.



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