# BACK TO THE FUTURE **1972-2022**



# **THE EVOLUTION OF ITAP IMAGE** THE EVOLUTION OF DIGITAL AUTOMATION

At Itap, **technology and automation** have not only arrived in the **management of production**, **warehousing** and **shipping**.

It has also arrived in the field of information technology and data management.

Let's discover together the **latest tools adopted by Itap** and that will make the future of digital automation.





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BACK

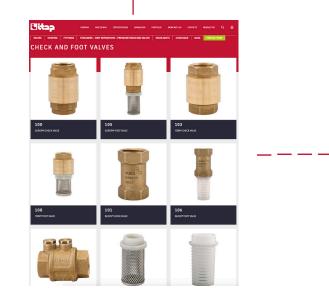
TO THE FUTURE

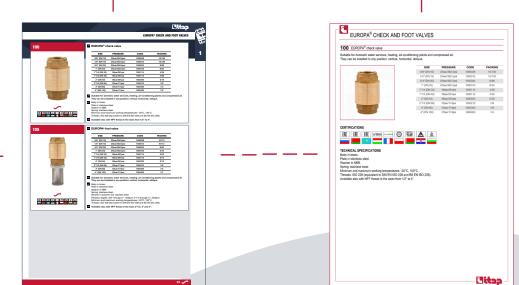


UN PAGE®



switch on your product data





#### **ON-PAGE: TECHNOLOGY IN DATA MANAGEMENT**

For a better management of data and product information, Itap has decided to adopt a tool that allows you to do all this in a precise and orderly way, for greater usability of the data on all fronts and to minimize the margin of error.

Itap has chosen to rely on **ON-PAGE by Integraf**, a software that allows to **manage all the commercial and technical** data of the products **in several languages and then convey them in an identical and precise way in**:

- catalogs
- technical catalogs
- Internet site

It also has two fundamental pluses

- a publishing that allows to automatically generate technical documents of the products in PDF on the basis of predefined templates
- compatibility with the Easy Catalog plug-in by Lithos, to create price lists and catalogs in an almost completely automated way.



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#### SALESFORCE: THE CRM OF THE FUTURE

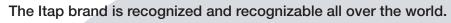
In order to better listen to our customers and fully satisfy their requests, Itap has decided to adopt a tool that allows us to build increasingly dedicated and attentive professional relationships.

In 2021 Itap has chosen Salesforce, the world leader in CRM, willingly accepting the challenge of Change Management.



## DID YOU KNOW THAT ...?





It is so well known and preceded by the fame of its quality that it is often copied together with its products.

Let's take the **example of Utap**, which **not only distorted and copied the brand**, but also Itap's **product range**.

#### Beware of imitations:

niness of life

the brass valve Made in Italy, and in this case "Made in Lumezzane", is synonymous of high quality everywhere in the world.

And those who know how to recognize true value, always choose ITAP, the original!

