Break-Out Session

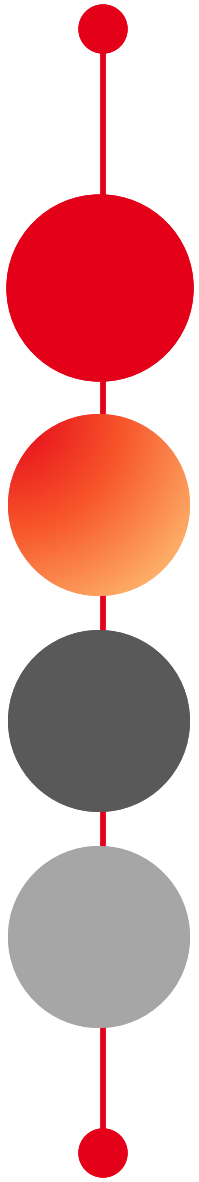
Digital Communication with Serie M/

Holger Ohmann and Alina Deuschle

kwcon, 10th November 2026

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Agenda



01
User story

02
ZUGFeRD invoice

03
SEPA mandate as PDF form

04
Automatic translation

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01 User story

The story at a glance

Order

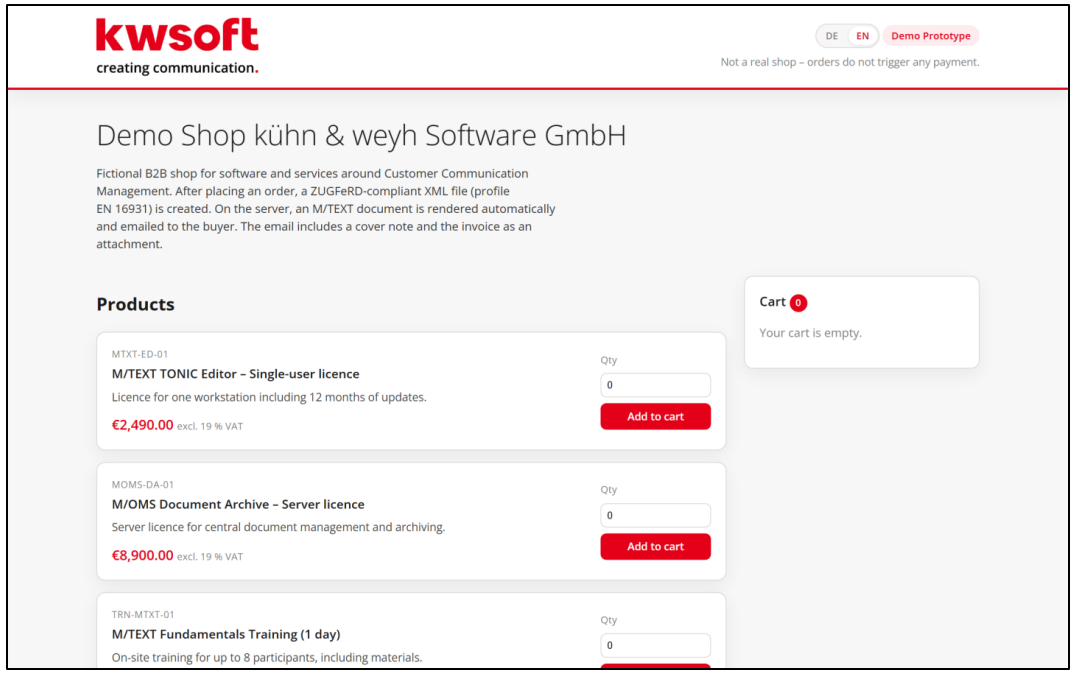
Place an order in the B2B shop – in German or English

Automation

M/TEXT creates email, invoice and mandate

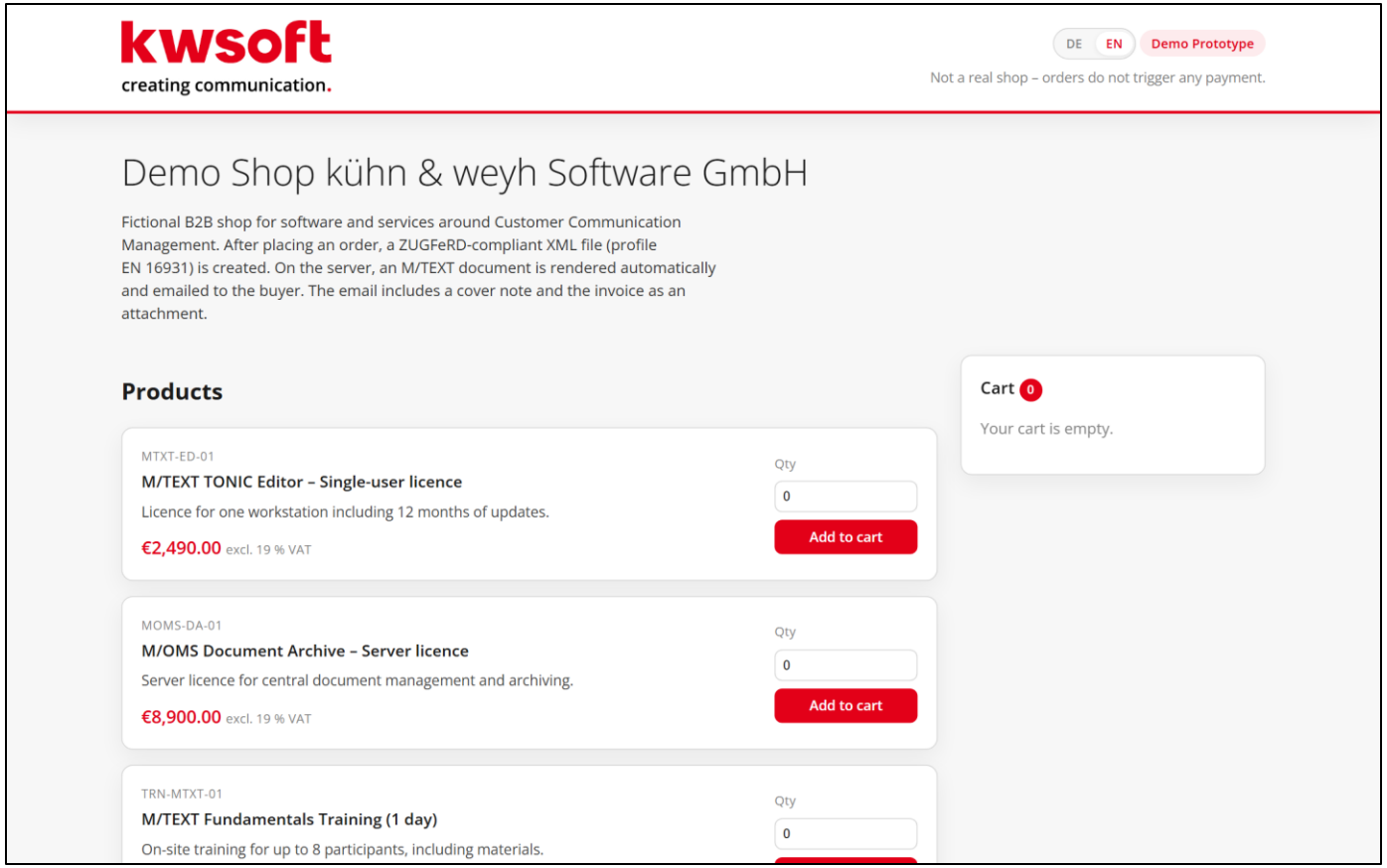
Digital Delivery via M/OMS

Email delivery – responsive and bilingual



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The B2B demo shop



Shop UI with language switch

- Product catalog and shopping cart
- Language choice DE / EN in the header
- An order starts the M/TEXT process

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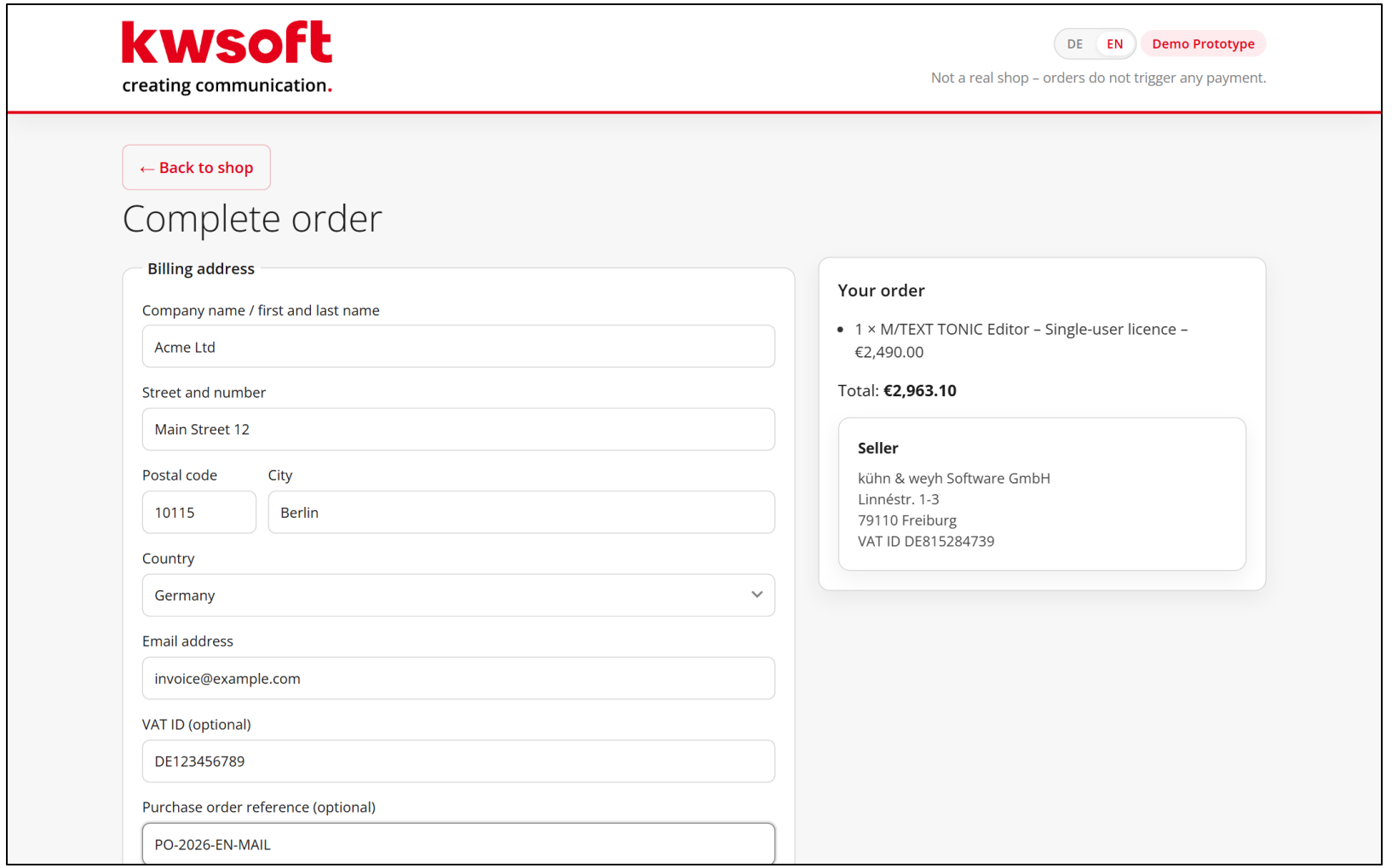
From click to customer communication

- The customer selects the preferred language and places an order in the B2B demo shop
- The shop creates ZUGFeRD XML and order data
- A document template is started via the M/TEXT interface
- M/TEXT renders email body, ZUGFeRD invoice and SEPA form
- M/OMS sends the email with the PDF attachments to the buyer



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Complete the order



Checkout with billing address

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What the customer receives

- Responsive email body (Freemarker) – also readable on mobile
- Valid ZUGFeRD invoice as PDF attachment
- Fillable SEPA direct debit mandate as PDF attachment
- Language of mail, invoice and mandate follows the shop choice



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Key messages of the user story

ZUGFeRD

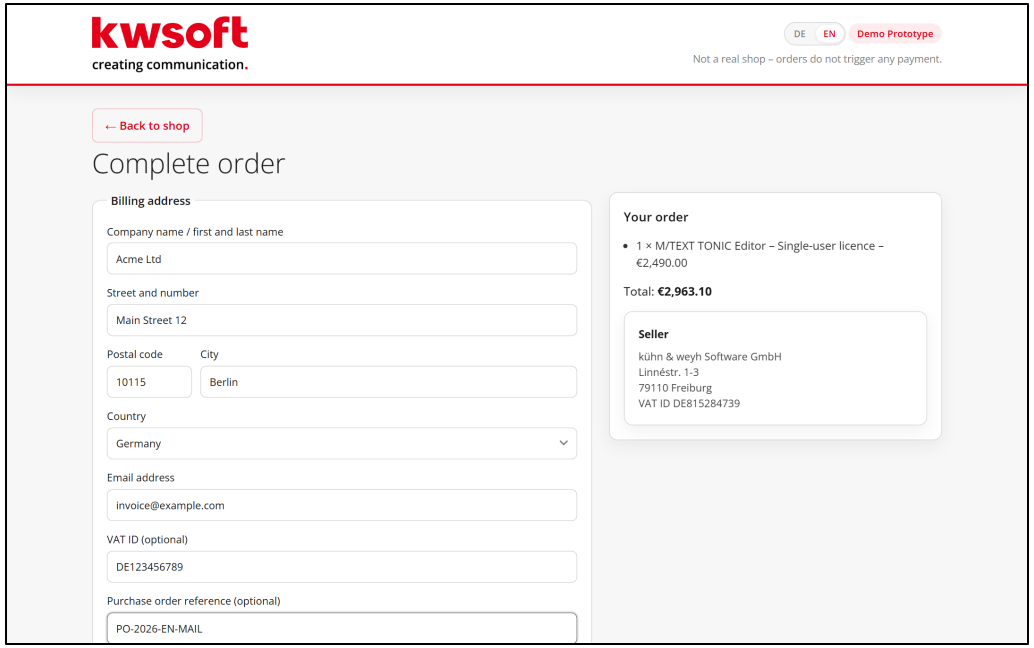
Fully valid e-invoice – generated automatically

Translation

One template – output in DE or EN

Email rendering

Freemarker + responsive layout for every device



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02 ZUGFeRD invoice

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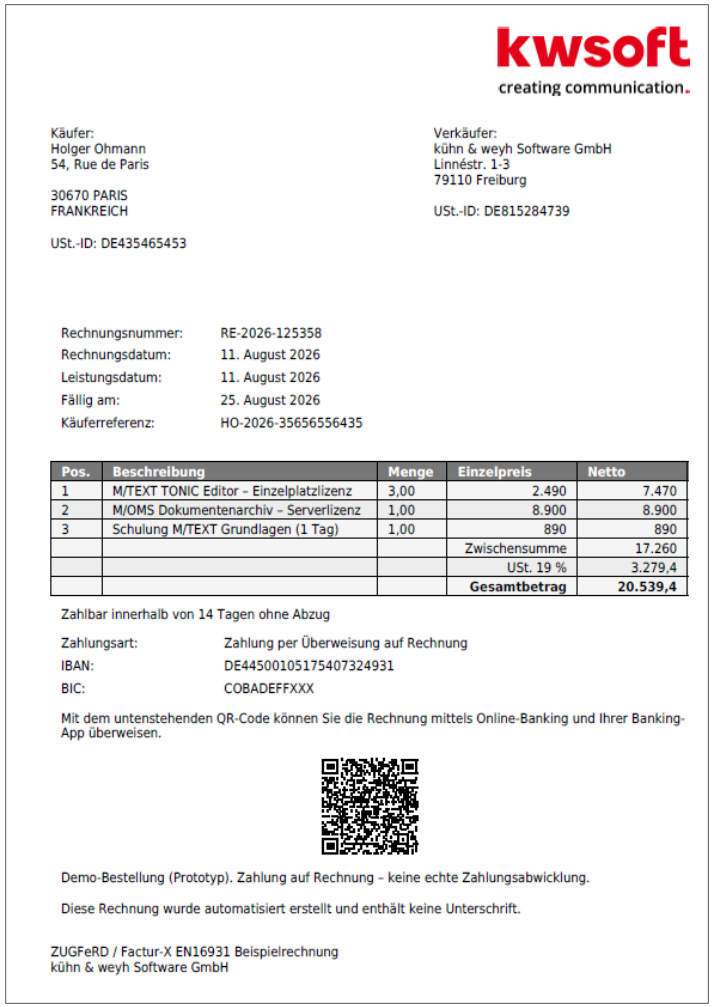
ZUGFeRD in the demo process

- Profile EN 16931 – machine-readable invoice data inside the PDF
- Shop creates CII XML including line items and totals
- M/TEXT embeds the XML in the PDF
- Result: readable invoice and structured e-invoice



```
<?xml version="1.0" encoding="UTF-8"?>
<rsm:CrossIndustryInvoice xmlns:rsm="urn:un:unece:uncefact:data:standard:CrossIndustryInvoice:100" xmlns:qdt="urn:un:unece:uncefact:data:standard
  <rsm:ExchangedDocumentContext>
    <ram:GuidelineSpecifiedDocumentContextParameter>
      <ram:ID>urn:factur-x.eu:1p0:en16931</ram:ID>
    </ram:GuidelineSpecifiedDocumentContextParameter>
  </rsm:ExchangedDocumentContext>
  <rsm:ExchangedDocument>
    <ram:ID>RE-2026-340000</ram:ID>
    <ram:TypeCode>380</ram:TypeCode>
    <ram:IssueDateTime>
      <udt:DateTimeString format="102">20260811</udt:DateTimeString>
    </ram:IssueDateTime>
    <ram:IncludedNote>
      <ram:Content>Demo-Bestellung (Prototyp). Zahlung auf Rechnung – keine echte Zahlungsabwicklung.</ram:Content>
    </ram:IncludedNote>
  </rsm:ExchangedDocument>
  <rsm:SupplyChainTradeTransaction>
    <ram:IncludedSupplyChainTradeLineItem>
      <ram:AssociatedDocumentLineDocument>
        <ram:LineID>1</ram:LineID>
      </ram:AssociatedDocumentLineDocument>
      <ram:SpecifiedTradeProduct>
        <ram:SellerAssignedID>MTXT-ED-01</ram:SellerAssignedID>
        <ram:Name>M/TEXT TONIC Editor – Einzelplatzlizenz</ram:Name>
      </ram:SpecifiedTradeProduct>
      <ram:SpecifiedLineTradeAgreement>
        <ram:NetPriceProductTradePrice>
          <ram:ChargeAmount currencyID="EUR">2490.00</ram:ChargeAmount>
        </ram:NetPriceProductTradePrice>
      </ram:SpecifiedLineTradeAgreement>
      <ram:SpecifiedLineTradeDelivery>
        <ram:BilledQuantity unitCode="C62">1</ram:BilledQuantity>
      </ram:SpecifiedLineTradeDelivery>
      <ram:SpecifiedLineTradeSettlement>
        <ram:ApplicableTradeTax>
          <ram:TypeCode>VAT</ram:TypeCode>
          <ram:CategoryCode>S</ram:CategoryCode>
          <ram:RateApplicablePercent>19.00</ram:RateApplicablePercent>
        </ram:ApplicableTradeTax>
        <ram:SpecifiedTradeSettlementLineMonetarySummation>
          <ram:LineTotalAmount currencyID="EUR">2490.00</ram:LineTotalAmount>
        </ram:SpecifiedTradeSettlementLineMonetarySummation>
      </ram:SpecifiedLineTradeSettlement>
    </ram:IncludedSupplyChainTradeLineItem>
    <ram:IncludedSupplyChainTradeLineItem>
      <ram:AssociatedDocumentLineDocument>
        <ram:LineID>2</ram:LineID>
      </ram:A                DocumentLineDoc
                  Product>
                    <ID>TRM
```

factur-x.xml



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creating communication.

Käufer:
Holger Ohmann
54, Rue de Paris

30670 PARIS
FRANKREICH

USt.-ID: DE435465453

Verkäufer:
kühn & weyh Software GmbH
Linnéstr. 1-3
79110 Freiburg

USt.-ID: DE815284739

Rechnungsnummer: RE-2026-125358
Rechnungsdatum: 11. August 2026
Leistungsdatum: 11. August 2026
Fällig am: 25. August 2026
Käuferreferenz: HO-2026-35656556435

Pos.	Beschreibung	Menge	Einzelpreis	Netto
1	M/TEXT TONIC Editor – Einzelplatzlizenz	3,00	2.490	7.470
2	M/OMS Dokumentenarchiv – Serverlizenz	1,00	8.900	8.900
3	Schulung M/TEXT Grundlagen (1 Tag)	1,00	890	890
			Zwischensumme	17.260
			USt. 19 %	3.279,4
			Gesamtbetrag	**20.539,4**

Zahlbar innerhalb von 14 Tagen ohne Abzug

Zahlungsart: Zahlung per Überweisung auf Rechnung
IBAN: DE44500105175407324931
BIC: COBADEFFXXX

Mit dem untenstehenden QR-Code können Sie die Rechnung mittels Online-Banking und Ihrer Banking-App überweisen.

Demo-Bestellung (Prototyp). Zahlung auf Rechnung – keine echte Zahlungsabwicklung.

Diese Rechnung wurde automatisiert erstellt und enthält keine Unterschrift.

ZUGFeRD / Factur-X EN16931 Beispielrechnung
kühn & weyh Software GmbH

Example of a rendered ZUGFeRD invoice

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Data flow to the invoice



```
<?xml version="1.0" encoding="UTF-8"?>
<rsm:CrossIndustryInvoice xmlns:rsm="urn:un:unece:uncefact:data:standard:CrossIndustryInvoice:100" xmlns:qdt="urn:un:unece:uncefact:data:standard
  <rsm:ExchangedDocumentContext>
    <ram:GuidelineSpecifiedDocumentContextParameter>
      <ram:ID>urn:factur-x.eu:1p0:en16931</ram:ID>
    </ram:GuidelineSpecifiedDocumentContextParameter>
  </rsm:ExchangedDocumentContext>
  <rsm:ExchangedDocument>
    <ram:ID>RE-2026-340000</ram:ID>
    <ram:TypeCode>380</ram:TypeCode>
    <ram:IssueDateTime>
      <udt:DateTimeString format="102">20260811</udt:DateTimeString>
    </ram:IssueDateTime>
    <ram:IncludedNote>
      <ram:Content>Demo-Bestellung (Prototyp). Zahlung auf Rechnung – keine echte Zahlungsabwicklung.</ram:Content>
    </ram:IncludedNote>
  </rsm:ExchangedDocument>
  <rsm:SupplyChainTradeTransaction>
    <ram:IncludedSupplyChainTradeLineItem>
      <ram:AssociatedDocumentLineDocument>
        <ram:LineID>1</ram:LineID>
      </ram:AssociatedDocumentLineDocument>
      <ram:SpecifiedTradeProduct>
        <ram:SellerAssignedID>MTXT-ED-01</ram:SellerAssignedID>
        <ram:Name>M/TEXT TONIC Editor – Einzelplatzlizenz</ram:Name>
      </ram:SpecifiedTradeProduct>
      <ram:SpecifiedLineTradeAgreement>
        <ram:NetPriceProductTradePrice>
          <ram:ChargeAmount currencyID="EUR">2490.00</ram:ChargeAmount>
        </ram:NetPriceProductTradePrice>
      </ram:SpecifiedLineTradeAgreement>
      <ram:SpecifiedLineTradeDelivery>
        <ram:BilledQuantity unitCode="C62">1</ram:BilledQuantity>
      </ram:SpecifiedLineTradeDelivery>
      <ram:SpecifiedLineTradeSettlement>
        <ram:ApplicableTradeTax>
          <ram:TypeCode>VAT</ram:TypeCode>
          <ram:CategoryCode>S</ram:CategoryCode>
          <ram:RateApplicablePercent>19.00</ram:RateApplicablePercent>
        </ram:ApplicableTradeTax>
        <ram:SpecifiedTradeSettlementLineMonetarySummation>
          <ram:LineTotalAmount currencyID="EUR">2490.00</ram:LineTotalAmount>
        </ram:SpecifiedTradeSettlementLineMonetarySummation>
      </ram:SpecifiedLineTradeSettlement>
    </ram:IncludedSupplyChainTradeLineItem>
    <ram:IncludedSupplyChainTradeLineItem>
      <ram:AssociatedDocumentLineDocument>
        <ram:LineID>2</ram:LineID>
      </ram:A
```

factur-x.xml

Shop

Product names, amounts and payment texts in the selected language

M/TEXT

Invoice template + ZUGFeRD renderer → PDF/A with attachment

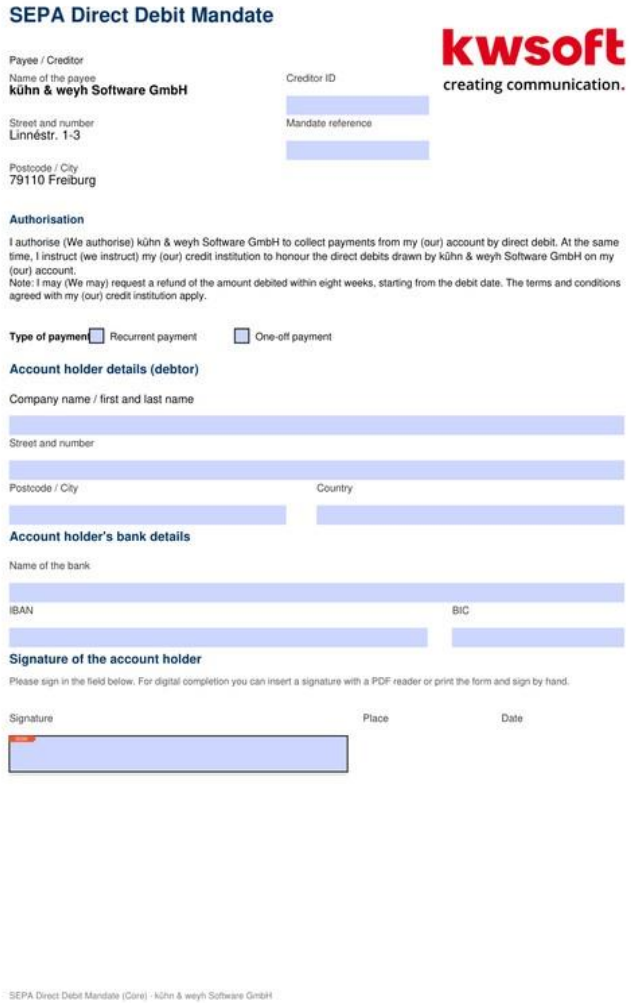
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03 SEPA mandate as PDF form

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Fillable PDF fields

- The attachment is an AcroForm PDF with input fields
- M/TEXT sets creditor ID and mandate reference
- Both fields remain visible but are read-only
- Name and address are pre-filled but can be changed by the customer



SEPA Direct Debit Mandate

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Payee / Creditor

Name of the payee
kühn & weyh Software GmbH

Creditor ID

Street and number
Linnéstr. 1-3

Mandate reference

Postcode / City
79110 Freiburg

Authorisation

I authorise (We authorise) kühn & weyh Software GmbH to collect payments from my (our) account by direct debit. At the same time, I instruct (we instruct) my (our) credit institution to honour the direct debits drawn by kühn & weyh Software GmbH on my (our) account.
Note: I may (We may) request a refund of the amount debited within eight weeks, starting from the debit date. The terms and conditions agreed with my (our) credit institution apply.

Type of payment ☐ Recurrent payment ☐ One-off payment

Account holder details (debtor)

Company name / first and last name

Street and number

Postcode / City

Country

Account holder's bank details

Name of the bank

IBAN

BIC

Signature of the account holder

Please sign in the field below. For digital completion you can insert a signature with a PDF reader or print the form and sign by hand.

Signature

Place

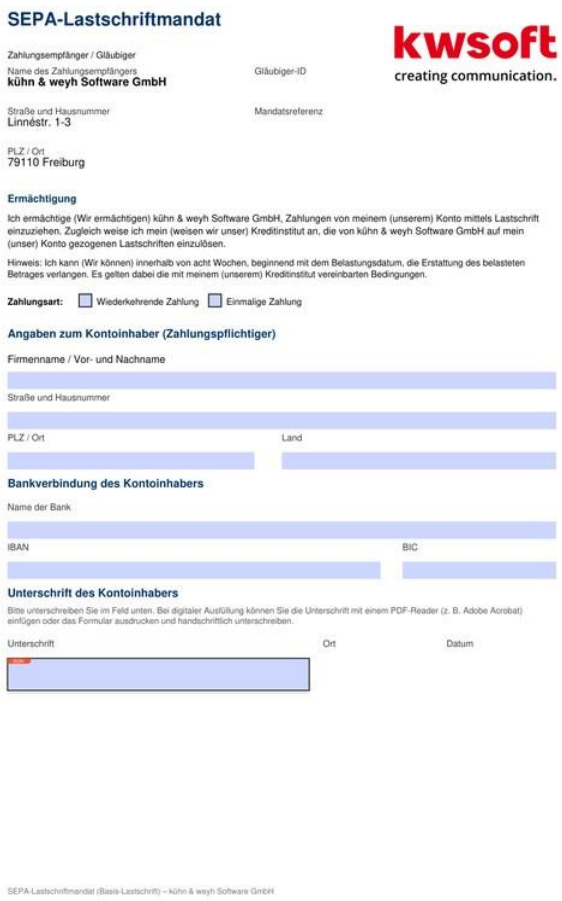
Date

SEPA Direct Debit Mandate (Core) - kühn & weyh Software GmbH

SEPA form with fillable fields

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Two forms – one logic



SEPA-Lastschriftmandat

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Zahlungsempfänger / Gläubiger

Name des Zahlungsempfängers
kühn & weyh Software GmbH

Gläubiger-ID

Straße und Hausnummer
Linnéstr. 1-3

Mandatsreferenz

PLZ / Ort
79110 Freiburg

Ermächtigung

Ich ermächtige (Wir ermächtigen) kühn & weyh Software GmbH, Zahlungen von meinem (unserem) Konto mittels Lastschrift einzuziehen. Zugleich weise ich mein (weisen wir unser) Kreditinstitut an, die von kühn & weyh Software GmbH auf mein (unser) Konto gezogenen Lastschriften einzulösen.

Hinweis: Ich kann (Wir können) innerhalb von acht Wochen, beginnend mit dem Belastungsdatum, die Erstattung des belasteten Betrages verlangen. Es gelten dabei die mit meinem (unserem) Kreditinstitut vereinbarten Bedingungen.

Zahlungsart: ☐ Wiederkehrende Zahlung ☐ Einmalige Zahlung

Angaben zum Kontoinhaber (Zahlungspflichtiger)

Firmenname / Vor- und Nachname

Straße und Hausnummer

PLZ / Ort | Land

Bankverbindung des Kontoinhabers

Name der Bank

IBAN | BIC

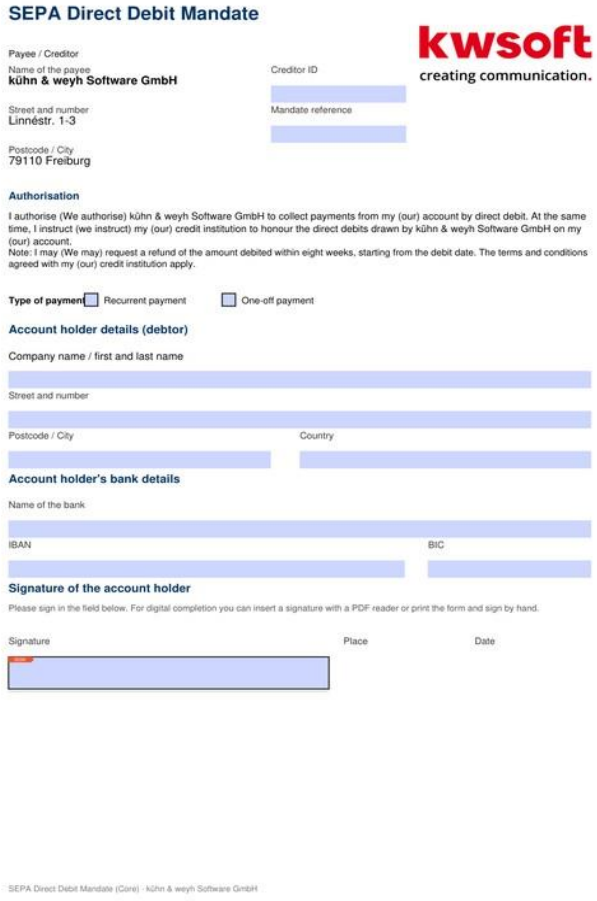
Unterschrift des Kontoinhabers

Bitte unterschreiben Sie im Feld unten. Bei digitaler Ausfüllung können Sie die Unterschrift mit einem PDF-Reader (z. B. Adobe Acrobat) einfügen oder das Formular ausdrucken und handschriftlich unterschreiben.

Unterschrift | Ort | Datum

SEPA-Lastschriftmandat (Basis-Lastschrift) – kühn & weyh Software GmbH

German · SEPA-Lastschriftmandat.pdf



SEPA Direct Debit Mandate

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Payee / Creditor

Name of the payee
kühn & weyh Software GmbH

Creditor ID

Street and number
Linnéstr. 1-3

Mandate reference

Postcode / City
79110 Freiburg

Authorisation

I authorise (We authorise) kühn & weyh Software GmbH to collect payments from my (our) account by direct debit. At the same time, I instruct (we instruct) my (our) credit institution to honour the direct debits drawn by kühn & weyh Software GmbH on my (our) account.
Note: I may (We may) request a refund of the amount debited within eight weeks, starting from the debit date. The terms and conditions agreed with my (our) credit institution apply.

Type of payment ☐ Recurrent payment ☐ One-off payment

Account holder details (debtor)

Company name / first and last name

Street and number

Postcode / City | Country

Account holder's bank details

Name of the bank

IBAN | BIC

Signature of the account holder

Please sign in the field below. For digital completion you can insert a signature with a PDF reader or print the form and sign by hand.

Signature | Place | Date

SEPA Direct Debit Mandate (Core) · kühn & weyh Software GmbH

English · SEPA-Direct-Debit-Mandate.pdf

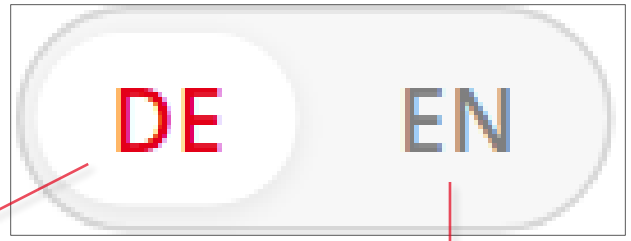
kwsoft

04 Automatic translation

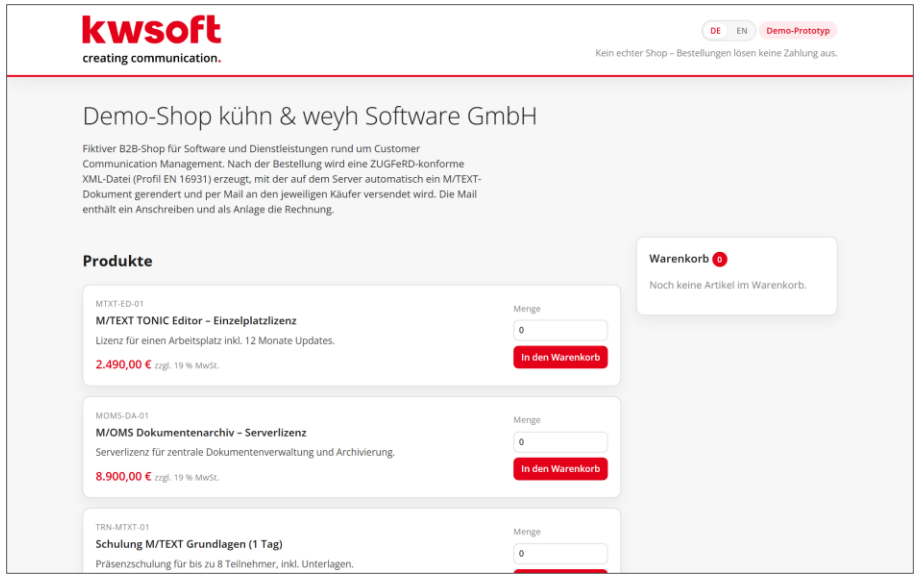
kwsoft

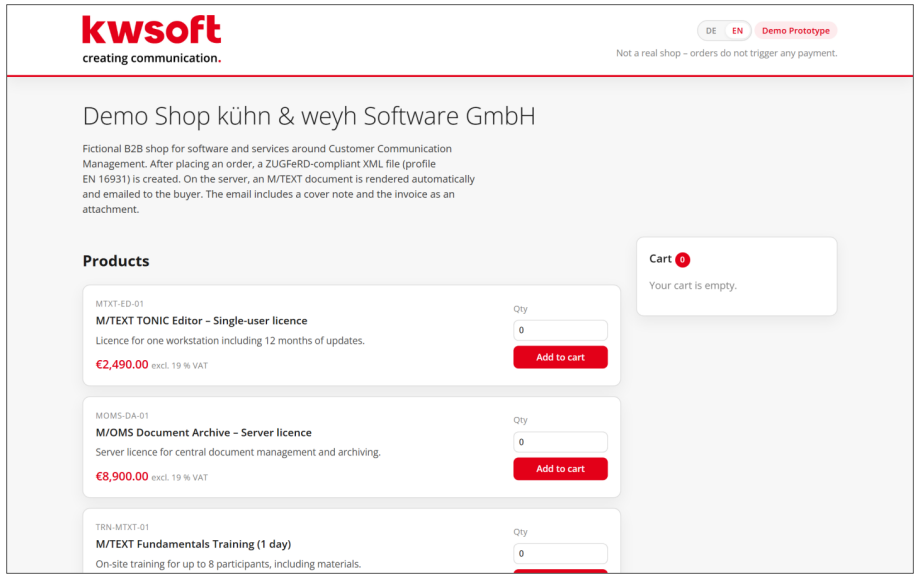
Controlling language end to end

- Shop switch sets the locale (DE / EN)
- Order XML: Korrespondenz/Sprache = de_DE or en_US
- Tonic translations and texts follow the document language



Language switch in the shop





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What is translated together

Website

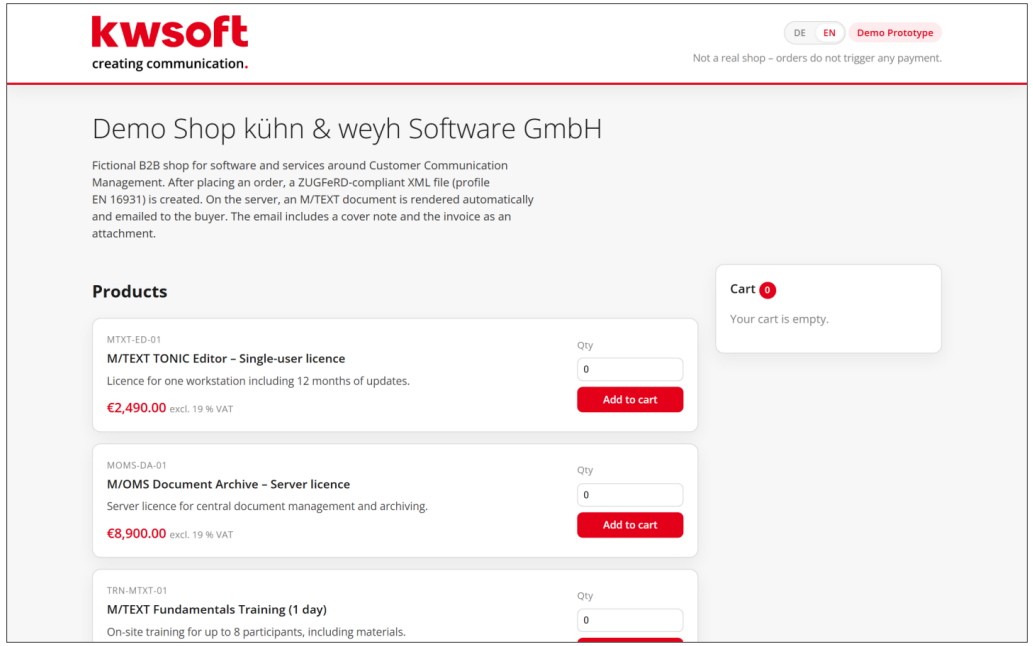
UI, products, shopping cart, status messages

Documents

Email body and SEPA form

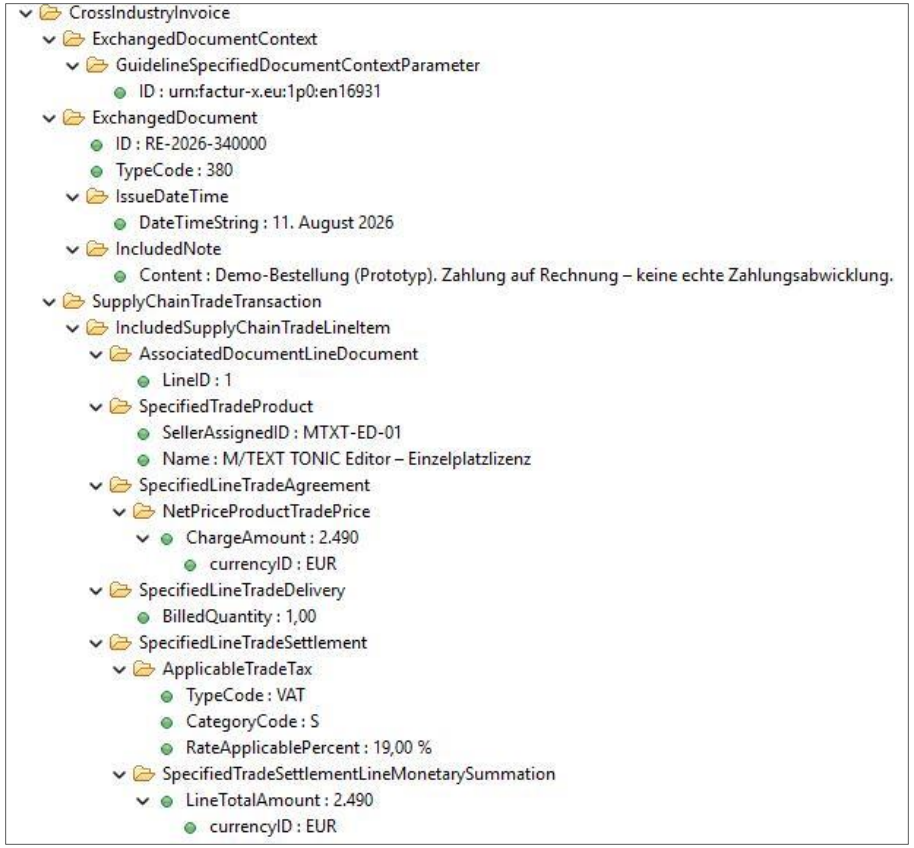
Invoice (generated from factur-x.xml)

Line item texts and payment notes



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Mapping and Translation



ZUGFeRD Mapping

```
<Container id="header">
 <Par>
  <Translations>
   <Translation>
    <Language language="en" country="US" variant=""></Language>
    <Span>
     <Text>Your order dated </Text>
     <Data>$zugferd.CrossIndustryInvoice.ExchangedDocument.IssueDateTime.DateTimeString</Data>
    </Span>
   </Translation>
  </Translations>
  <Style parentName="EmailHeaderTitle"></Style>
  <Span>
   <Text>Ihre Bestellung vom </Text>
   <Data>$zugferd.CrossIndustryInvoice.ExchangedDocument.IssueDateTime.DateTimeString</Data>
  </Span>
 </Par>
</Container>
```

Translation

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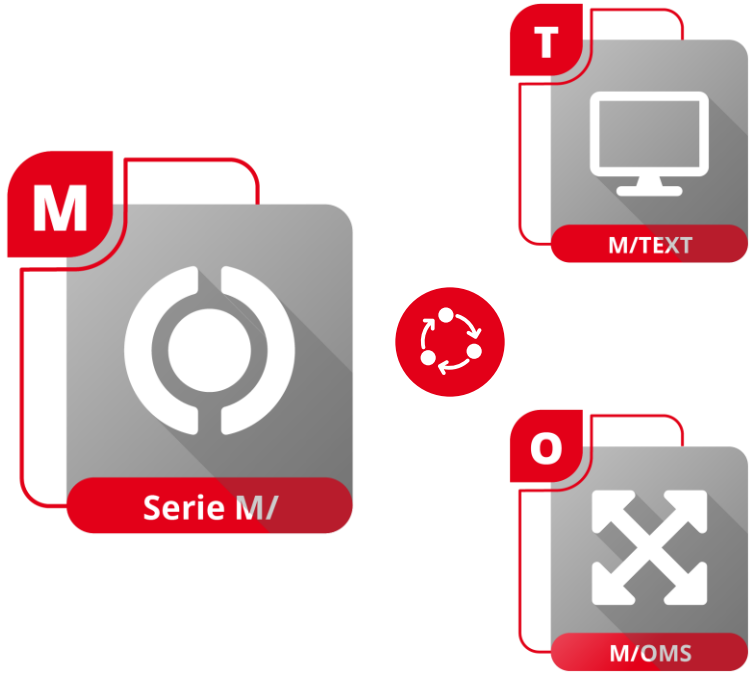
One template – two languages

- No duplicate template maintenance for DE and EN
- Translations live in the M/TEXT building blocks
- Freemarker email stays responsive in both languages
- Output decision at runtime via the shop language

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Summary

- The B2B shop starts digital communication at the click of a button
- Serie M/ orchestrates content, format and delivery
- ZUGFeRD, SEPA form and email – consistently bilingual
- One process, one template, two languages



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Outlook – EUDI-Wallet and d-you

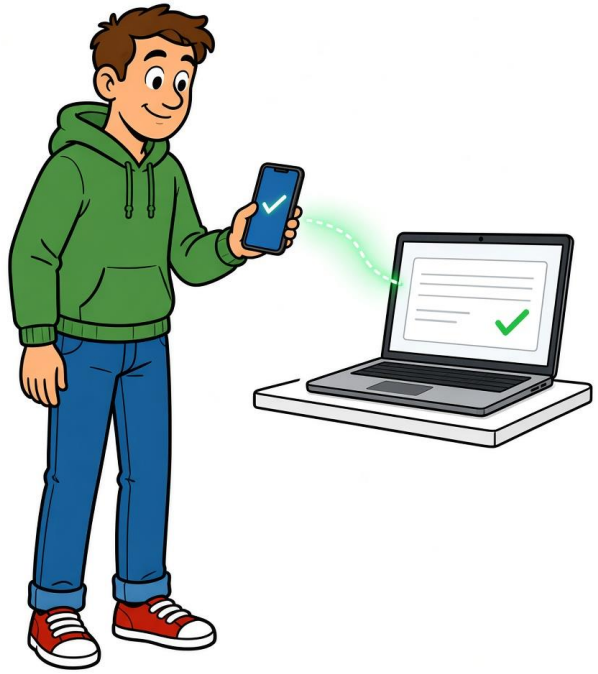
- EUDI-Wallet: European digital wallet on the smartphone
- German implementation d-you – launch early 2027, voluntary and free of charge
- Secure identification and verified credentials – users disclose data by choice
- Adds a trust layer to digital communication – does not replace documents or delivery



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Outlook - Benefit for the online shop

- Today: buyers type address and identity data manually at checkout
- Looking ahead: transfer data from the digital ID via the d-you app
- Less typing, verified details, higher trust in the order process
- Serie M/ remains responsible for document creation, ZUGFeRD and delivery



kwsoft

Digital Communication with Serie M/

Thank you for your attention!

Holger Ohmann

holger.ohmann@kwsoft.de



Alina Deuschle

alina.deuschle@kwsoft.de



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