

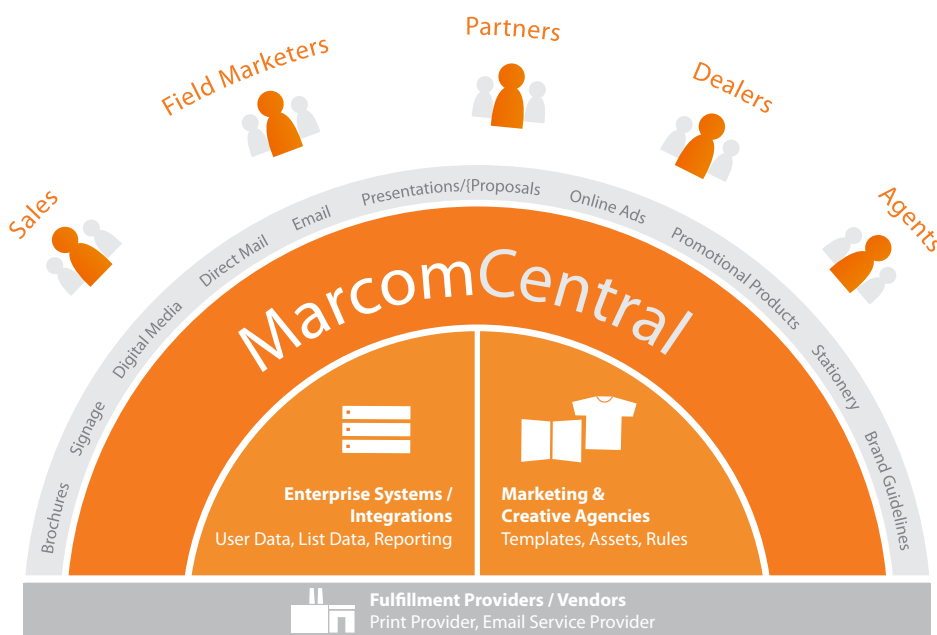
# MarcomCentral<sup>®</sup>

## Marketing On Demand Solutions

MarcomCentral<sup>®</sup> is a leading marketing on demand solution that helps enterprises centralize a plethora of marketing materials and automate a variety of Marketing, creative, fulfillment and distribution processes using an integrated web-based Marketing portal.

With MarcomCentral, end-users have unparalleled access to a wide-range of corporate marketing assets such as print, digital, promotional materials, and versionable marketing templates. Sales team, field marketers, franchisees, agents, partners and other authorized personnel can create their own personalized marketing pieces tailored to their local markets, subject to rules and brand guidelines determined by the headquarters. Successful personalized marketing campaigns across different channels can easily, rapidly and efficiently be implemented, substantially reducing time to market and costs.

With highly configurable settings, MarcomCentral enables to assign different user permission controls to different end-users, giving corporate the rights to allow or restrict access to selected marketing materials based on needs, locations and other unique requirements. Different approval processes for each user can also be set. MarcomCentral's software as a service infrastructure allows companies to achieve ultimate workflows by integrating with virtually any 3rd party applications using an array of web services and data feeds that provide maximum flexibility. With MarcomCentral, companies streamline and improve their overall marketing operations, greatly reduce costs and maximize marketing effectiveness.



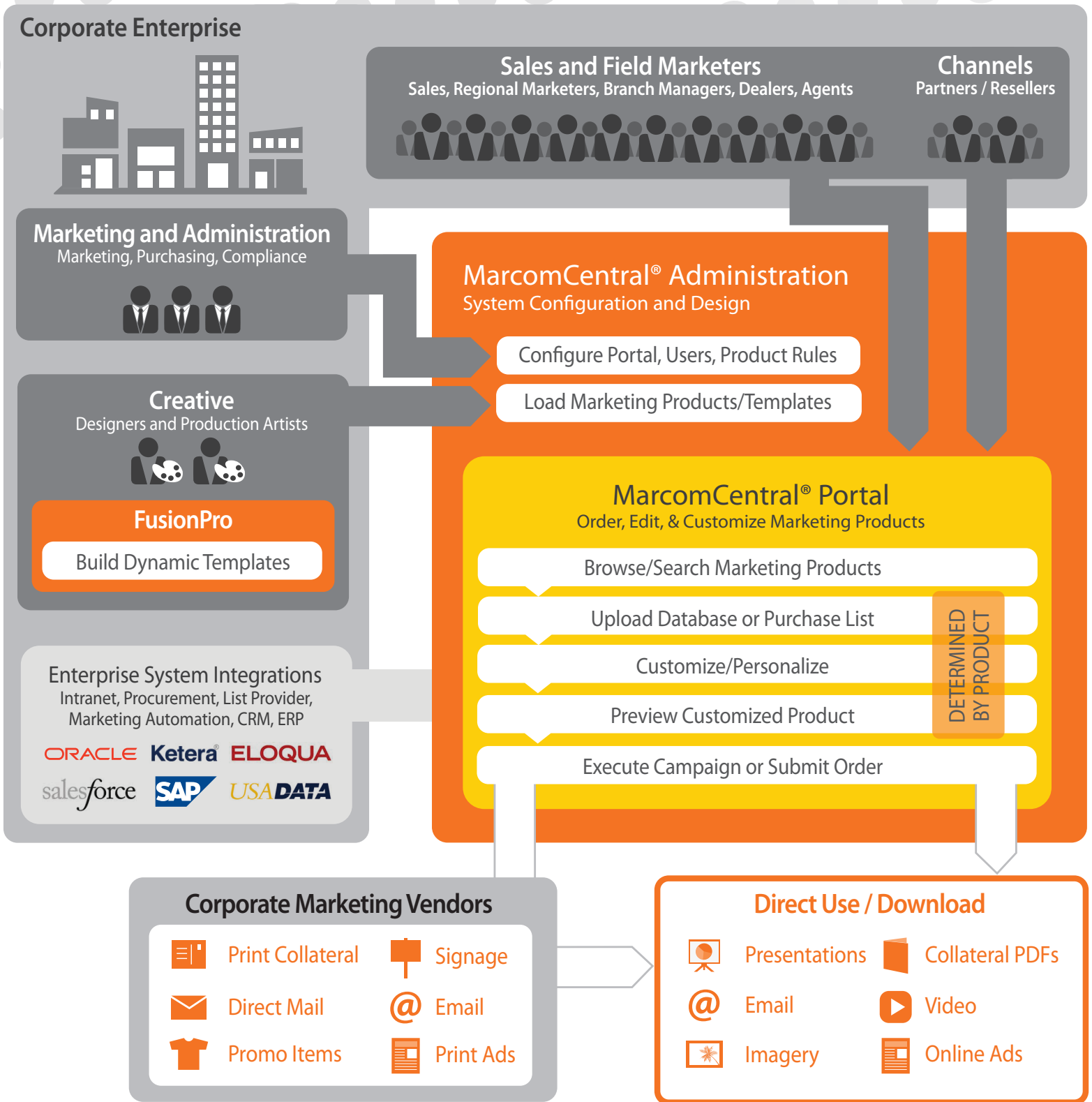
### Enable...

- Distributed Marketing Assets
- Intelligent Templates
- Automated Marketing Processes
- Personalized Campaigns

### Gain...

- Integrated Marketing Resources
- Brand Control
- Marketing Operations Efficiencies
- Campaign Effectiveness

# How it Works



# Features and Benefits



## Control the Brand

MarcomCentral enables users to customize content and imagery within marketing materials to the specifications that maintain the company's brand guidelines. Intelligent associations for content selections mean that the right division uses the right imagery, with the right headline.



## Launch Intelligent Marketing Templates

Intelligent marketing templates help the field produce customized pieces in an automated fashion without lengthy and tedious creative processes. Marketing collateral can be versioned and mass produced for a local market, or tailored to an individual for the ultimate customer experience.



## Automate Marketing Processes

Automate creative, marketing, and fulfillment processes through a unified platform to optimize operations efficiency. Free up your marketing resources by eliminating processes such as collateral versioning requests, pricing estimates, and lengthy approval cycles.



## Centralize Marketing Materials

Centralize materials and assets with a united marketing resource center built specifically for your organization. Authorized personnel such as sales reps, field marketers, agents, brokers, franchisees, or partners can have unique permissions and roles to provide a completely customized experience.



## Enable Personalization

Improve customer engagement with personalized marketing campaigns that use rules to deliver unique content to each recipient. Whether it's a personalized brochure, or a postcard campaign personalized by a database, 1-to-1 marketing pieces are sure to drive results.



## Reduce Costs

Significantly reduce costs by automating marketing processes, streamlining marketing workflows, and reducing obsolete collateral. Integrated workflows, along with the ability to create customized marketing pieces on demand, considerably reduce overall marketing costs.



## Decrease Time to Market

Reduce the time to request and produce marketing materials by automating workflows and processes that deal with content, imagery, and production of marketing collateral. Global rebrands can be accomplished in a single day with MarcomCentral to accelerate brand adoption.



## Connect Systems, Consolidate Ordering

Manage and consolidate the ordering and distribution processes of marketing materials by connecting to internal ERP, CRM and marketing automation systems, corporate fulfillment vendors, and virtually all external 3rd party applications for completely integrated workflows.



[Video Overview](#)

## MarcomCentral Features

<b>Delivery Type</b>	<i>Served Online</i>	Software as a Service (SaaS) requires no servers, no software to download and no internal IT resources.
<b>Price Structure</b>	<i>Set-up + Monthly</i>	Measurable, predictable, value-based pricing.
<b>Training</b>	<i>3-5 days</i>	Conducted at our San Diego training facility or your location.
<b>Customizable Site Appearance</b>	<i>Per Customer</i>	Match your brand with color schemes, logos, graphics, flash and custom HTML.
<b>Template Design</b>	<i>Integrated</i>	Build a range of intelligent marketing templates with FusionPro Desktop.
<b>Template Design Plug-ins</b>	<i>InDesign, Quark</i>	Create documents in the top graphic design programs and upload them with ease.
<b>Personalization</b>	<i>Integrated, Uploadable</i>	Upload offline templates created in FusionPro Desktop or create them directly in the application.
<b>Role/User Permission Controls</b>	<i>Yes, Complex</i>	Supports nearly any organizational or role structure desired. User profile information can prefill templates.
<b>Customizable Order Process</b>	<i>Per User, Per Client</i>	Screens can be reordered or deleted for specific users or clients.
<b>Approval Workflows</b>	<i>Multiple</i>	Varied approval workflows offer flexibility.
<b>User Budget Controls</b>	<i>Yes</i>	Customers can control spending per person.
<b>Autofill</b>	<i>Yes</i>	Complete dynamic forms quickly and easily using previously saved entries.
<b>Job Tracking</b>	<i>Yes</i>	Multiple order statuses allow detailed viewing from order to delivery.
<b>Security</b>	<i>Yes</i>	HTTPS protocol and 128-bit SSL encryption; CyberSorce for credit cards; all servers and databases are behind a firewall; quarterly certification by SecurityMetrics®.
<b>Job Ticketing</b>	<i>Yes</i>	Creates unique identifiers for each order.
<b>Payment Types</b>	<i>Multiple</i>	Credit card and purchase order.
<b>Reporting</b>	<i>Pre-built &amp; Custom</i>	Reports provide detailed information on all system activities.
<b>International Language Support</b>	<i>Yes</i>	Store options: English, French, Italian, German, Spanish, or Dutch.
<b>Integrations</b>	<i>Accounting, CRM, ERP</i>	Epicor, SAP, Oracle/Peoplesoft, Ariba, Ketera, Microsoft SharePoint and more.
<b>Web Services</b>	<i>Multiple</i>	Examples: Check Order Status, Create Packing Slip, Create Invoice, Delete Line Item, Get Inventory, Update Inventory, Messaging.
<b>Dynamic Output Formats</b>	<i>Multiple</i>	PDF, PostScript, VDX, PPML, HP-PPML, single file VPS, JLYT, VIPP, Digimaster-PS, mapped data, AFP, JPG, PDF/VT, and HTML.
<b>Dynamic/Intelligent Form Entry</b>	<i>Services Add-On</i>	Conditional logic removes the need for multiple products/templates.
<b>Mailing List Purchasing</b>	<i>Optional Add-On</i>	Real time integrated list purchasing is available through best-in-class 3rd party providers.
<b>Ad-Hoc Job Submission</b>	<i>Optional Add-On</i>	Enables unique, one-time job submissions with server-side conversion to PDF for a plethora of documents.
<b>FusionPro Expression Imagery</b>	<i>Optional Add-on</i>	Unique FusionPro Expression Creator integration produces high-impact customized print collateral with personalized imagery. Compose directly through MarcomCentral or take it offline with our FusionPro server products.
<b>Email Templates/Campaigns</b>	<i>Optional Add-on</i>	An integration with ExactTarget, a premiere Email Service Provider, allows email campaigns to be executed within an online storefront using uploaded templates.
<b>Mail List Processing (CASS/NCOA)</b>	<i>Integrated</i>	Provides address verification and updates LIVE using the Coding Accuracy Support System (CASS) or the National Change of Address (NCOA) by accessing US Postal Service through Tec Mailing Solutions, LLC.
<b>Custom Features</b>	<i>Services Add-on</i>	Our professional services team can review, and quote requests for specific functionality to precisely meet your needs.