

TransPromo

On-Demand Transactional and Transpromotional Functionality in a SaaS Web-to-Print System

Printable's new TransPromo application is a vendor-hosted software-as-a-service (SaaS) program that marries customized marketing content with transactional print and electronic communications. Available as an add-on to FusionPro® Web, the company's industry-leading web-to-print system, Printable's TransPromo solution allows users to upload templates that dynamically map information into transactional materials such as bills, statements and invoices. Highly personalized TransPromo communications are produced with Web-based instant previewing and ordering. By leveraging the proven technology found in FusionPro Web, Printable's TransPromo application is seamlessly incorporated into the overall integrated marketing efforts of a wide array of business users.



Add TransPromo to the Marketing Mix

Position your business as a trusted source for valuable information by including 1:1 targeted messaging with must-read materials. Include customized ads based on past buying patterns, known interests and detailed customer profiles to present specialized information.

Use SaaS to Simplify Your TransPromo Infrastructure

Let the open-architected, smaller technology footprint found in Printable's vendor-hosted solution help you dynamically upload TransPromo data lists and merge them in real time with predefined templates in a Web-based collateral management system.

Create a More Enriched User Experience

Make transactional materials more accessible and ensure high readership rates with personalized messages that provide education, information, up-selling and cross-selling.

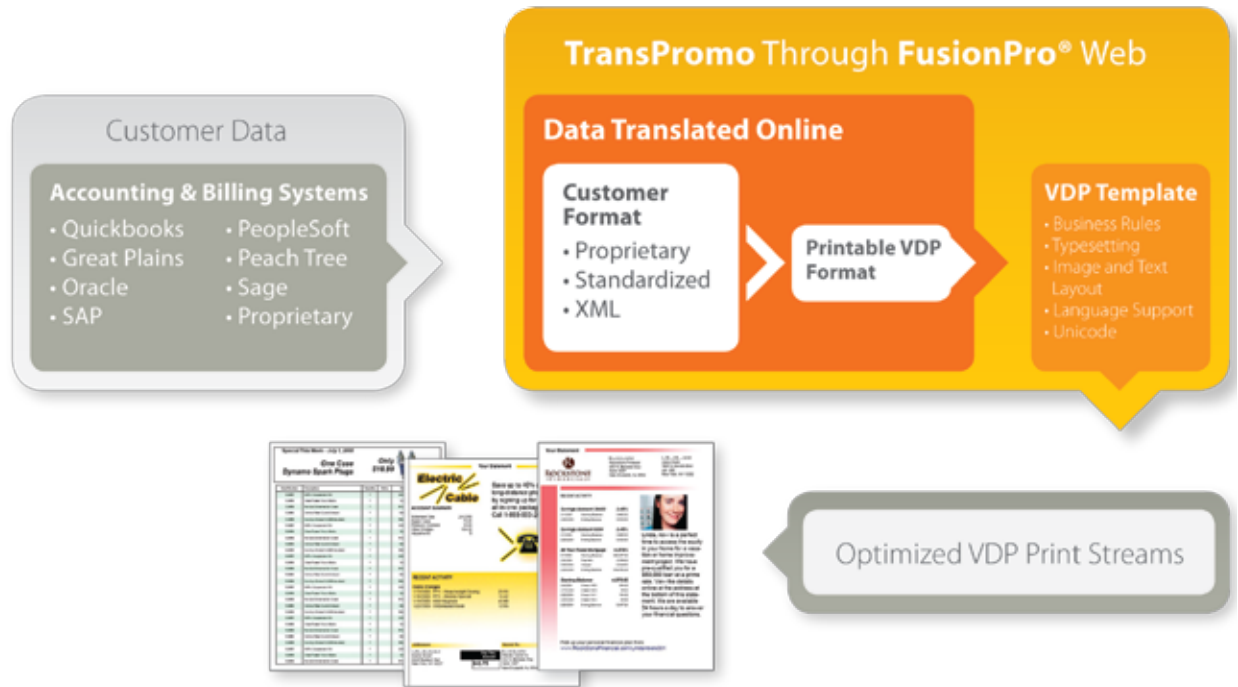
Transform Statements into a Profit Center

Increase revenue opportunities and lower costs by merging transactional and promotional documents to reduce paper and postage costs and allow the allocation of printing and mailing costs as part of the statement production process.

Eliminate Envelope Clutter

Forget about adding impersonal preprinted inserts that no one reads. Merge all of the elements in your document—including design, layout, color, variable data and targeted marketing—into a personalized communication. Improve message clarity and immediacy while enhancing the effectiveness of marketing programs and special offers.

Printable's On-Demand TransPromo Workflow



TransPromo Features via FusionPro Web

Delivery Type	<i>Served Online via FusionPro Web</i>	Software as a Service (SaaS) requires no servers, no software to download and no internal IT resources.
Price Structure	<i>Add-on</i>	Activation fee to enable in FusionPro Web
Set-Up	<i>Professional Services</i>	Our professional services team will assist in the set-up process to make sure you get the results you need.
Compatible Data Sources	<i>Multiple</i>	Export data from virtually any accounting program or proprietary data source to produce promotional documents.
Document Composition Speed	<i>Variable</i>	Enterprise class document composition throughput with optional load balancing for extreme document personalization
Document Template Design	<i>FusionPro Desktop</i>	Build a range of document types with FusionPro Desktop
Template Design Plug-ins	<i>InDesign, Quark</i>	Any page layout application can be used in a Adobe PDF workflow
VDP (Personalization)	<i>Integrated</i>	Upload offline templates created in FusionPro Desktop
Role/User Permission Controls	<i>Yes, Complex</i>	Supports nearly any organizational or role structure desired
Approval Workflows	<i>Multiple</i>	Varied approval workflows offer flexibility
Security	<i>Yes</i>	HTTPS protocol and 128-bit SSL encryption; Secure FTP (FTPS); CyberSorce for credit cards; all servers and databases are behind a firewall; quarterly certification by SecurityMetrics
Impositioning	<i>Yes</i>	Libraries of easily managed and reusable imposition layout templates; gang jobs by quantity or optimized groups, across multiple products and customers
International Language Support	<i>Yes</i>	Stores options: English, French, Italian, German, Spanish, or Dutch
Integrations (FusionPro Web)	<i>CRM/ERP, MIS, Accounting, Login, Workflow, Shipping</i>	ERP: Epicor, SAP, Oracle/PeopleSoft, Ariba, Katera. MIS: ePace, HubCast Accounting; SAP. Workflow: Xerox FreeFlow, Creo Color Server, Kodak EMS, HP Production Flow, Press Mgr, & Stream. Shipping: SmartLinc, FedEx, UPS
Web Services (FusionPro Web)	<i>Multiple</i>	Examples: Check Order Status, Create Packing Slip, Create Invoice, Delete Line Item, Get Inventory, Update Inventory, Messaging
Data Feeds (FusionPro Web)	<i>Multiple</i>	FTP/SMTP/ HTTP: Sales Work Order, Job Ticket, Invoice, & Uberfeed
Output Formats	<i>Multiple</i>	HP-PPML, JLYT, PPML, VDX, VIPP, VPS, Standard/Optimized PDF & PS

ABOUT PRINTABLE
Printable is a leading provider of technologies for intelligent marketing for both enterprise users and print service providers. Built on open-architected collateral management technology, Printable offers both online corporate storefronts (available in both Software as a Service [SaaS] and server versions) and scalable variable data publishing (VDP) software to produce powerful personalized marketing campaigns. Printable technology integrates easily with a wide variety of ERP and content management applications, as well as production workflows from Hewlett-Packard, Canon, Xerox, Kodak and more.

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