HOW BEST-IN-CLASS

MANAGED SERVICE PROVIDERS

MEET THE GROWING NEEDS OF SUPPLY CHAIN AND MARKETING

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Promoting through marketing and print is a crucial tool in expanding a brand's customer base, delivering high-quality products and maximizing profits. Often the challenge is striking the right balance between the departments responsible for finding the best fit for the company's marketing and printing needs. Whether it's Marketing, Supply Chain, Training, Human Resources or some combination, each department has its own – and sometimes conflicting – roles and responsibilities. While Supply Chain focuses first and foremost on controlling costs, Marketing's primary role is finding creative ways to promote the company's brand. Training and Human Resource departments require on-demand solutions and a fresh, readily-available inventory, while at the same time maintaining the flexibility to change the content of their printed materials.

A good Managed Service Provider can solve the needs of all departments. Managed Service Providers offer "one-stop shopping" for an array of services crucial to successful marketing and printing services.

6 Services To Look For In Your Managed Service Provider:

1. Digital Asset Management
2. Online Brand Stores
3. Automated Bid/Buy Solutions
4. Program Management
5. Warehouse and Fulfillment Solutions
6. Supply Chain Management Services

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INTEGRATED TECHNOLOGY SOLUTIONS

A strong Managed Service Provider can provide critical technology solutions in one integrated platform. Their expertise can streamline all of the marketing and supply chain functions for managing the creative lifecycle with three technology solutions: a Digital Asset Management system used to house all digital assets; a procurement software solution that enables your Managed Service Providers to obtain quotes through automated bidding; and a powerful branded storefront that provides authorized users access to corporate approved marketing materials.

Digital Asset Management

Managed Service Providers can reduce a company's large price tag for housing its digital assets. For example, rather than having to request the files on the lobster special ad from two years ago, a company can leverage their Managed Service Provider's Digital Asset Management system to reduce time and cost. This solution gives your company centralized access to an array of digital assets such as television ads, print files, radio spots, logos, in one system. The Digital Asset Management system will be accessible to identified users and give them the ability to retrieve the assets, convert the files into the latest file formats, and save the new files in a few clicks. The user-friendly Digital Asset Management system can be used by any department and with multiple keywords to access the files without trying to guess file names. This system will not only make the lives of the individual departments easier, it will make Supply Chain happy by eliminating high agency costs.

Online Brand Stores

Large brands with distributed networks should look for a Managed Service Provider with a robust Marketing Asset Management web storefront technology. A Marketing Asset Management solution offers for a centralized solution for brands with a variety of features such as menu management, templates for variable point of purchase, direct mail, email and typical ordering functions to supply the products for each location including training, human resources, uniforms, branded merchandise, point of purchase, marketing materials, menus, etc. Take the time to research exactly what kind of assets can be stored on your web storefront and attend the demonstrations to understand the nuances of the system. Plan to pay a nominal up front set-up fee for the website and usually an hourly cost to set up variable templates. These variable templates eliminate the need for your in-house creative or outside agency to make hundreds of versions from one piece of collateral. The obvious advantages in using variable templates is the time saving aspect as well as considerable cost savings.

> **Learn about our Marketing Asset Management solution, Brand Store, bit.ly/BrndStore.**

Automated Bid/Buy Solutions to Drive Savings

The best-in-class Managed Service Providers will offer an on-line procurement system so that they can remain supplier agnostic and be able to focus on key factors such as cost, turn-times, quality and location of the production facility. This system drives enough cost savings to pay for the Managed Service Provider's services, including financing of the inventory as well as management of your account through an Account Manager, a web storefront, fulfillment and distribution services, kitting and rollouts, flexible billing options and reporting. With analytics provided, your Managed Service Provider can qualify and quantify the savings received with this solution.

MANAGED SERVICES FROM INDUSTRY EXPERTS

The Managed Service Provider's added value of industry expertise in your vertical market is immeasurable. Experts offer recommendations for products and services that are unique or popular to your business segment. They will be in the forefront of cutting edge solutions to bring you the expertise needed to make your company more productive while focusing on driving costs down, which they will be able to show through documented savings.
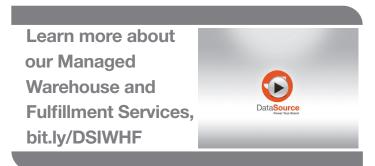
Program Management

Program Management, another Managed Service Provider resource, gives your company access to an employee, or employees, that may not be on your payroll, but feel like an extension of your company. The Account Manager, whether on-site at your offices, or working from your Managed Service Provider's location, will provide expertise in:

- **Inventory Management:** Account Managers work alongside your personnel to ensure appropriate levels of shelf stock and which items should only be available as digital on-demand.
- **Print Cost Reduction:** Account Managers make suggestions on new substrates or ways to make your print production more cost effective.
- **Quality Control:** Account Managers check color on press, either alongside your own production manager or on your behalf.
- **Program Management:** Account Managers oversee the program, start to finish, including kitting for rollouts.
- **Billing and Invoicing:** Best-in-class Managed Service Providers bill directly to users or as needed to reduce accounting time and expenses for your brand.
- **Creative:** Account Managers bring fresh ideas to your company.

Proactive Account Managers take the time to understand why each product you develop is needed to help streamline the process, contributing ideas instead of only taking orders.

Managed Warehouse and Fulfillment Services

The best Managed Service Providers will own and operate their own warehouse and distribution center to ensure the customer receives personal care that is superior to a non-Managed Service Provider model. Clients feel comfortable knowing that when an order is placed at 3 p.m. for overnight delivery, it will ship on time and be delivered as requested. This trust is a key reason to partner with a Managed Service Provider that measures their performance and reports documented metrics.

Learn more about our Managed Warehouse and Fulfillment Services, bit.ly/DSIWHF

Supply Chain Management Services

A Managed Service Provider makes supply chain professionals look good by taking on the tasks in which they are experts — leaving supply chain to work on the projects that are more strategic. With your Managed Service Provider using a procurement software system to bid and buy, the cost savings give supply chain the assurance that their Managed Service Provider is getting as good as — or a better price — than they would get if they were sourcing themselves.

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Integrated Technology Services

A best-in-class Managed Service Provider integrates software solutions to streamline functions in marketing operations and brand supply chain. Some areas Managed Service Providers should be able to streamline with technolgy include:

- Digital Asset Management
- Creative Management
- Production Bid/Buy Process
- Marketing Asset Management
- Intelligent Location/Store Profiling
- Variable Print Production
- CRM Integration
- Inventory Management
- Branded Merchandise Access
- Financing for Production Buys
- Invoicing and Billing
- Receivable Collection
- Marketing and Supply Chain Reporting

The most powerful brand stores will integrate with CRM systems such as SalesForce, making it easy for brands with distributed sales teams to access and send brand compliant, personalized materials to key leads and contacts. No Managed Service Provider technology solution is complete without Intelligent Location/Store Profiling. Store profiling helps teams budget their push campaigns while reducing waste in the marketing supply chain by ensuring unneeded items aren't shipped during a rollout. For example, company or store locations may have zoning regulations that prohibit sidewalk signs, outdoor banners or even have certain legal copy requirements. Having access to this type of information helps you and your Managed Service Provider to purchase only the number of signs needed, ship to only the locations where they are permitted and with the legal copy required.

Integrated technology reduces labor costs at the corporate level and enables end users with an easy-to-use, full-featured technology platform that meets all of their needs. When a best-in-class Managed Service Provider is chosen, information technology teams, marketers, supply chain and the CFO approved the solution because their workload instantly is stream-lined. They will not have to coordinate and buy several separate technologies that can be costly, extend timelines and be difficult to integrate.

DataSource named one of Gartner's 2014 Cool Vendors in CRM Marketing Applications, bit.ly/GCOOLV2014.

Summary

Managed Service Providers help both marketing and supply chain by reducing waste, increasing efficiencies and driving effectiveness. The cost and time savings driven by using the Managed Service Provider will pay for the Managed Services that add value to your company. Best-in-class Managed Service Providers will provide program management, warehousing, fulfillment and integrated technology to facilitate the effective marketing of the company's brand across all channels. Marketing, supply chain, human resources and training can benefit from centralizing their solution with a Managed Service Provider that acts as an extension of their team, providing products and services their employees need to be successful at both national and local levels.

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ABOUT DATASOURCE

Relying on our deep industry expertise, DataSource delivers multi-channel campaigns that power national brands in local markets through our full service end-to-end brand management solution, MarketNow. Our solution allows supply chain and marketing executives to plan, create, execute and measure campaigns with a robust services offering and innovative technology.

Plan - Successful integrated brand programs start with our team of experts. From marketing to supply chain management, we have the expertise to support brands from the beginning.

Create - Print, digital, promotional and retail design assets enable local marketing while digital asset management streamlines the creative process without sacrificing brand equity.

Execute - Deliver your message on time and on target. Our marketing and supply chain experts will source, bid, buy and deliver the multi-channel materials you need, at a competitive price.

Measure - Effective reporting drives efficiencies and continuous improvement. We measure to manage end user satisfaction, campaign effectiveness, cost savings and improved cash flow.

With over 25 years of experience in executing branded programs, DataSource serves nationally recognized automotive, insurance, retail, financial services, and restaurant brands. DataSource manages over 18,000 SKUs for customers in 85,000 locations worldwide.

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