THE LOGISTICS OF MARKETING

Fulfillment solutions to reduce the cost and complexity of distributing print and promotional materials

INDUSTRY FACT

Each year, companies spend one to three percent of their total operating budget — an average of $6.3 million each — on creation, production and distribution of print communications. But an eye-opening 15 to 25 percent of that spending is wasted, according to InfoTrends' research in The True Cost of Business Communications.

BUSINESS CHALLENGE

The ability to engage and influence customers, business partners and other stakeholders is critical to your company's bottom line. But producing and disseminating effective business communications has never been more complicated.

Market cycles are getting shorter every day, demanding fast response to emerging opportunities. Then there's a wide — and growing — array of communication channels from which to choose. Print is important, but you can't ignore digital and mobile messaging or social media.

You also need to keep spending under control. But it's hard to know where to make improvements if you don't have a clear understanding of underlying factors that can drive up costs. Finally, there's a host of state, federal and industry regulations you need to comply with, along with maintaining your own brand standards.

Given all of these demands, it can be difficult to know where to focus to get the best return on your communication investments.

HOW THIS AFFECTS YOU

Communications are a company's life blood, directly impacting your ability to gain a competitive edge and create lasting business value. You need to determine how to allocate your budget to get the best results. You need visibility into your current print and fulfillment programs and their effectiveness. You need to position yourself to nimbly take advantage of trends and respond to leads to stay ahead of the competition. And you need to ensure that communication missteps don't put your business at risk of fines, lost market share or lawsuits.

WHAT IF YOU COULD…

> Quickly and easily produce targeted, personalized business communications that boost your response rates?

> Eliminate production inefficiencies for more costeffective communications?

> Get critical, real-time data to help you make better decisions?

> Work smarter, rather than harder, with one point of access to all of the production, fulfillment, compliance and reporting solutions you need?

REDUCE COSTS AND BOOST RESULTS WITH AMWARE'S PRINT AND FULFILLMENT SOLUTIONS

You need new thinking and proven practices to get you from where you are today to where you want to be tomorrow. Here's how we can help:

PICK AND PACK FULFILLMENT

Amware's strategically located warehouse facilities can ship most orders out the same day. Place individual or bulk orders by stock number, description, product line, product manager or keyword search. We'll pull, pack and ship your items promptly, accurately and cost-effectively.

CUSTOMIZED KITS AND BOOKLETS

Preassemble standard kits and booklets or customize them on demand using our web-based kitting application. Combine offset and digitally printed pages and add three-dimensional content like CDs or promotional items. Personalize materials with logos, signatures and contact information, select your preferred packaging or binding, then upload your mailing list. We assemble and ship your completed kits quickly and accurately.

ONLINE ORDERING AND INVENTORY MANAGEMENT

Tap into Amware's online content and inventory management system, anytime, anywhere. Use our portal to place and track orders; get real-time inventory levels; set reorder points; automatically convert to print-ondemand or electronic distribution when physical items are out of stock; control user and distribution parameters; put limits on order quantities; set alerts and reminders; generate standard or ad hoc reports;

create or customize content; build kits; automate repetitive compliance tasks, and more.

PRINT MANAGEMENT

From procurement and pre-press to warehousing and distribution, manage all of your printing needs with one turnkey solution. Based on your company's goals and parameters, as well as historical data and projected use, we help you determine ideal reorder points and quantities, as well as the best reproduction methods for each piece in your inventory. Through our strategic partnerships with leading offset printers, plus our own digital print and variable data capabilities, you'll have access to the fastest, highest quality services, at competitive prices, whenever and wherever you need them.

DIGITAL PRINTING

Print just what you need, when you need it. Printing on demand can save you up to 40 percent by reducing waste and storage costs and eliminating rush reprint charges. Enjoy faster turnaround, too — hours for digital production vs. weeks for offset. Amware's digital print and electronic document capabilities are the right solution for materials that have short life cycles, as well as those that require personalization, frequent changes, small quantities or fast delivery.

DESIGN ON DEMAND

Make communications more relevant with our design on- demand

application. Choose templates, images and preapproved copy from your digital library to align messages with recipients' needs and interests. Add personalization for true one-to-one communications.

Built-in rules protect your company's brand standards and ensure that your materials comply with applicable regulations.

LEAD RESPONSE FULFILLMENT

Ensure prompt follow-up on your valuable business leads with timely, organized, trackable responses. Amware's lead fulfillment solution integrates with over 100 platforms and includes a customizable portal to maintain your brand standards. We can also integrate our application with external call centers or other third-party systems involved in your multi-touch, multi-channel campaigns, for a seamless front-to-back solution.

REGULATORY COMPLIANCE

Business communications can put you at risk of noncompliance if materials become outdated, lack required disclosures, are shipped without mandatory companion pieces or go to the wrong recipient. Take advantage of Amware's experience to implement a comprehensive compliance program that shields you from unnecessary risk and helps you control costs.

A NAME YOU CAN TRUST

Ultimately, business communications are all about the bottom line. Our business is helping your business save time, money and effort, while improving your overall results, for a better return on your investments. You can count on our:

> **EXPERTISE**. Amware has been helping clients get the most for their print and fulfillment dollars since 1970.

> **RESPONSIVENESS**. You'll work with a dedicated account representative that understands your business objectives, analyzes your data, and offers recommendations to continually optimize your materials, print production and fulfillment.

> **CAPABILITIES**. Amware's front-end solutions make your communications more relevant to your target audiences. Our back-end tools capture critical business information that helps you print smarter, better manage inventory and eliminate waste.

WHAT YOU GAIN

> Cost reductions of up to 40 percent.

> Same-day turnaround on most orders.

> A comprehensive portfolio of solutions and tools to customize, produce, and fulfill your company's print and digital communications.

> Built-in rules and automation set by you help comply with government and industry regulations, as well as your company's own standards.

> Real-time, robust reporting to help you understand costs and trends and make better decisions going forward.

> A partner with more than 45 years of experience in delivering fulfillment programs for the country's largest brands.

CUSTOMER SUCCESS

The human resources department of a Fortune 100 technology manufacturer had been producing and assembling its own recruiting and orientation kits for more than 200 locations around the world. They needed a less cumbersome, more cost-effective way to produce and distribute the necessary forms, handbooks and other human resources materials in multiple languages and versions.

THE RESULTS

> Conversion to electronic documents now allows materials to be quickly updated, personalized and digitally printed as needed.

> Web-based ordering ensures that users get the right documents in the most recent versions and the right languages.

> Personalized materials and prepopulated forms encourage better response and ensure accuracy.

> Amware assembles and ships kits, freeing human resources staff to focus on more important tasks.

> The company substantially reduces costs by reducing materials storage and eliminating obsolescence and rush reprints.

AMWARE
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TO LEARN MORE OR TO START MAXIMIZING YOUR MARKETING BUDGET WITH BETTER FULFILLMENT, CONTACT US.

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