



TOPPAN

TOPPAN MERRILL

TOPPAN MERRILL CONNECT™ ("CONNECT")

Think Beyond. 10 Ways Connect Will Revolutionize Your Workflow.

Think beyond your current process of inefficient workflows and content management headaches. Let Toppan Merrill's end-to-end solution, Connect, transform your marketing and compliance asset management workflow.

1

Manage and Control Content Through One Platform

Immediately create efficiencies by utilizing a single source platform for your enterprise-wide content. Relieve the seemingly endless tasks of managing content across systems and users, through productivity tools and wizards that can easily organize, manage, revise and search your complete content library.

2

Improve Process and Workflows

Increase productivity and reduce costs by streamlining the process of storing, organizing, managing and distributing assets. Easily make changes once to controls, permissions, content, or even specific program components through the Connect workbench tool and let real time automation take care of the rest.

3

Compliance and Suitability

Deep industry expertise paired with forward-thinking technology ensures accurate and compliant output with every interaction. Suitability controls allow you to make sure users are accessing the most current, appropriate and approved content. Authenticate users through single sign-on integration, providing additional security when it comes to your content. Automated effective date management creates efficiencies and ensures compliance.

4

Ensure Version Control and Consistent Messaging

Control your branding, messaging and ensure users are accessing only the latest and greatest content available. Provide consistent messaging for marketing pieces as well as cohesion in the overall user experience by utilizing a single solution.

5

Connect Your Team, Customers and Content

Our fully integrated platform supports successful engagements by ensuring stakeholders have secure access to the right content at the right time. Drive collaboration and impact by leveraging a portal architecture that utilizes some of the best APIs in the market place to effortlessly connect to your CRM systems improving agility and outcomes.

6

Measure the Effectiveness of Your Content

Focus your efforts where the biggest potential for ROI lies by utilizing business intelligence and trending analysis to determine what content is working and what may need review or revisions. Increase effectiveness and engagement while combatting obsolescence.

7

Enhance Audience Targeting and Segmentation Capabilities

Understanding who you want to reach is only part of the equation, the more complicated task is ensuring you are reaching them with relevant content via a distribution method they have selected. Ensure impactful interactions by engaging appropriately.

8

Drive Client Engagement

Personalization increases engagement, but it needs to be quick and easy. Toppan Merrill Connect provides built in approval workflows for compliance reviews of custom marketing and allows personalization through automation and variable data, to ensure positive customer experiences.

9

Accelerate Time to Market and Extend Your Reach

Streamlined workflows provide the opportunity to employ more agile processes. Increased accessibility and organization means stakeholders can find and distribute content faster while content creators can utilize their time to focus on specific ROI driven tasks.

10

Business Intelligence

Use content analytics to your advantage. From custom reporting, dashboard monitoring, and trending analysis, Toppan Merrill Connect's reporting capabilities down to every individual category will provide you with the insights you need to ensure your content and interactions are as impactful as possible.

Toppan Merrill secures solutions at every phase,
so you can secure ongoing impact and growth.