
END-TO-END COMMUNICATION SOLUTIONS FOR PRINT & MARKETING

Modular, Integrated eSolutions Support a Project, a Program, or Enterprise Print Management

Your company communicates in lots of ways. Through printed documents & publications, corporate marketing collateral, promotional items, cross-media campaigns, and social media, you're consistently communicating your messages, your brand and your vision. But are all of your efforts **connected**?

Do you have an intuitive, online interface that provides end-to-end management for all your print and marketing initiatives across your entire organization?

INTRODUCING U.CONNECT...A MODULAR, INTEGRATED BUSINESS COMMUNICATION SOLUTION DESIGNED TO EFFECTIVELY:

- » Electronically manage procurement, print production, ordering, and fulfillment activities surrounding printed documents and marketing collateral.
- » Provide digital storefronts for your employees, distributors, field reps, and customers to order corporate literature and create customized documents on-demand.
- » Develop, distribute, and track cross media marketing campaigns.
- » Manage and distribute digital assets including images, video, and art files.



Print & Fulfillment Management • Web2Print & Personalized POD
Digital Asset Management • Cross Media Marketing

CROSS MEDIA MARKETING

It's not just business, it's personal. Personalized, multi-channel communication strategies have redefined the rules of marketing effectiveness. Cross Media Marketing brings pinpoint control to your messaging, and reaches the specific, targeted audiences who find value in your brand. Delivering the right message to the right demographic in the most effective ways – all from OneTouchPoint.

- » Effectively and efficiently segment markets
- » Attract new customers
- » Support multiple communication channels
- » Identify opportunities for cross-selling and up-selling
- » Maximize the lifetime value of each customer

Studies show that order size increases by 25% and repeat orders increase by up to 50% when documents are personalized. To help your organization “get personal” and achieve similar results with your customers, U.Connect provides leading technology and a fully-staffed team dedicated to helping you create and launch your next Cross Media Campaign. From personalized direct mail, HTML e-mail blasts, PURLs, GURLs, social media integration, and QR Codes, our solutions will help you grow your customer base and retain existing customers in a personalized, effective way.



Cross Media Marketing
Cross media campaign solutions for 1:1 communication efforts: personalized print, PURLs, HTML e-blasts, mobile messaging, QR codes, and social media integration.

A personalized print advertisement for CCI-CookleyTech. The top left features the CCI-CookleyTech logo and contact information. The main body has a blue background with the name 'Michael' in a large, stylized font. Below the name is a red banner with the text 'STOP BLOWING AWAY YOUR MARKETING BUDGET!'. At the bottom, it says 'Explore the Power of Cross Media' and provides a brief description of the services and a link to experience them first-hand.

A personalized e-blast advertisement for CCI-CookleyTech. The top left features the CCI-CookleyTech logo and contact information. The main body has a blue background with the name 'Michael' in a large, stylized font. Below the name are three buttons: 'Tell Your Friends', 'Join our Email List', and 'Share About You'. At the bottom, it says 'Explore the Power of Cross Media' and lists three services: 'Refer-a-Friend', 'Email Marketing', and 'Online Surveys'.

A personalized mobile messaging advertisement for CCI-CookleyTech. The top left features the CCI-CookleyTech logo and contact information. The main body has a white background with the text 'Tell us about your marketing activities.' and a form with several questions and input fields. At the bottom, it says 'Explore the Power of Cross Media' and lists three services: 'Refer-a-Friend', 'Email Marketing', and 'Online Surveys'.

PRINT & FULFILLMENT MANAGEMENT

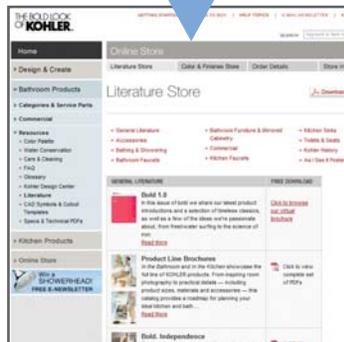
From commercial printed documents, print-on-demand pieces, direct mail, and forms, to kits and other pick-pack items, U.Connect's intuitive online interface allows you to manage and track your orders and inventory levels through our production and fulfillment operations in real time.

With U.Connect you can:

- » Streamline print management processes, including e-procurement and financial source-to-pay process and the marketing design-to-delivery process.
- » Provide an online ordering solution for employees, dealers, distributors, sales reps, customers, and anyone else who orders your documents, marketing collateral, promotional items, product samples, etc. Consumers can conveniently pay for items via credit card, department chargeback numbers, or monthly invoicing.
- » Reduce costs by standardizing print and marketing collateral management activities across your organization. U.Connect serves as a central repository for all your items and is backed by OneTouchPoint's print- and fulfillment-on-demand workflows.
- » Communicate directly with OneTouchPoint's nationwide network of print and fulfillment centers.
- » Utilize flexible commercial print options based on your needs, including black and white and full-color digital print-on-demand and traditional offset printing.
- » Reduce time-to-market.
- » Reduce excess inventory and control document obsolescence and scrap.
- » Facilitate supplier optimization.
- » Access real-time reports to track important information about your documents and other orderable items, including ordering patterns, revision cycles and corporate-wide spend.

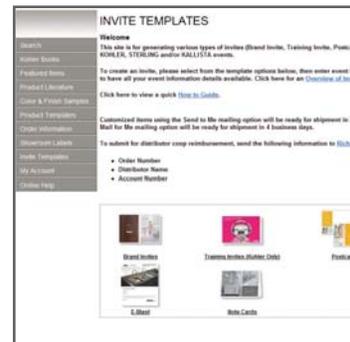
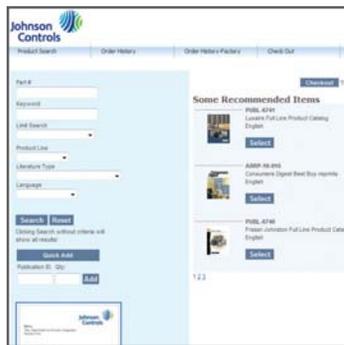
Print & Fulfillment Management

Custom online storefronts for procurement, print production, ordering, & fulfillment management for printed documents, marketing collateral, promotional items, product samples, etc.



U.Connect offers tailored web portals to meet the needs of your various end-user communities. Portals can be customized to accommodate online ordering activity from a variety of end-users. Business rule-based logic allows each user group (business unit, employee type, distributor location, customer, etc.) to view and order pre-approved items. Additionally, our Personalized Print-On-Demand (PPOD) service allows corporate approved templates to be customized to create direct mail pushes, personalized letters, tailored marketing literature, and targeted e-mail blasts. Administration rights keep the level of customization completely at your control and can include variable list information, contact information, and corporate or brand imagery.

WEB2PRINT & PERSONALIZED PRINT-ON-DEMAND



Web2Print and Personalized Print-On-Demand
Custom online digital storefronts for ordering & creating
customized documents on-demand.

**Best yet, U.Connect is completely
CUSTOMIZABLE.**

Everything from the overall look and feel of the pages to user-defined access levels and administrative controls can be customized to fit your business rules. Once designed, your custom site can be seamlessly integrated with your company website or current fulfillment web functionality.



DIGITAL ASSET MANAGEMENT

With the proliferation of communication channels and expanding new media and technology, data is critical to determining how your marketing strategy drives the relationship between your brands and customers. The Digital Asset Management module of U.Connect will help you identify, centralize, and manage critical digital assets, and provide seamless, controlled accessibility for use throughout your organization. Digital Asset Management streamlines the processes to support marketing operations and brand management, web content, or long-term digital preservation. Our flexible system provides customizable configurations to store, access, and utilize your digital content from one centralized location.

Digital Asset Management

Empower marketing workflows and secure corporate branding through the ability to manage and distribute corporate images, video, and art files from one central location.



Securely manage digital assets while increasing efficiency of use and storage:

- » Electronically manage your product imagery, logos, marketing collateral, text, fonts, video, photos, and music from one central database.
- » Reduce duplicate efforts by finding and reusing valuable assets.
- » Reduce time to market by automating the digital media supply chains.
- » Scalability allows for large numbers of files, users, and workflows.
- » Secure server with user-defined access levels and administrative controls customized to fit your business needs.
- » Workflow and project-management features are coupled with storage, organization, and revision control of frequently changing digital assets:
 - » Automatically create and store multiple formats, including various file resolutions for various outputs (print, web, digital media, etc.).
 - » Create content variations with links back to original content.
 - » Automatically change all renditions when content is changed with notifications to all owners that content has been modified.
 - » Automatically manage licensing, permissions, roles, and security by user and asset; assets can programmatically expire and become unusable when licensing or permissions expire.



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 **CONNECT**