



End-to-End Communication Solutions for Print & Marketing

All from one, centralized web-based interface!

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...an end-to-end business communication solution developed to help you effectively:

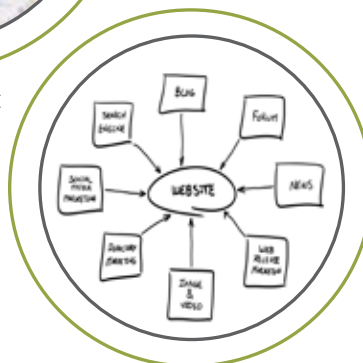
- » Electronically manage procurement, print production, ordering, and fulfillment activities surrounding printed documents and marketing collateral.
- » Provide digital storefronts for your employees, distributors, field reps, and customers to order corporate literature and create customized documents 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 and
Personalized POD



Cross-Media
Marketing



Digital Asset
Management



Print & Fulfillment Management

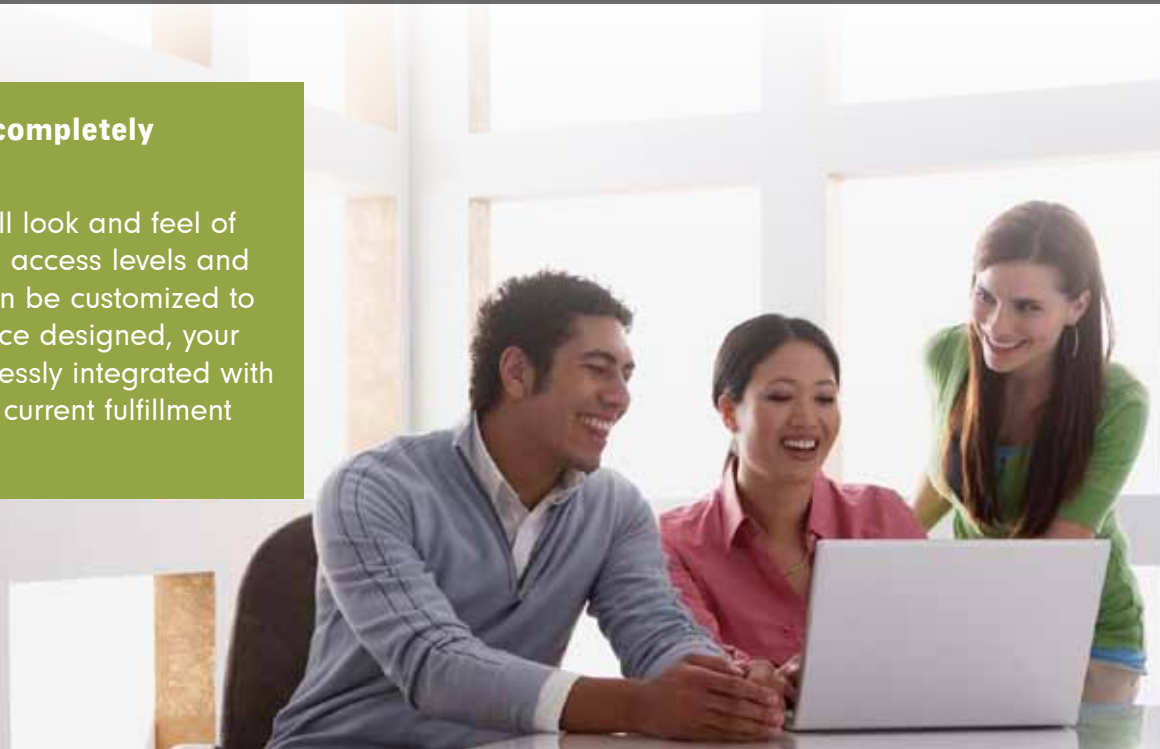
From commercial printed documents, print-on-demand pieces, direct mail, and forms to kits and other pick-pack items, U.Connect's intuitive online interface allows you to manage and track your orders and inventory levels through our production and fulfillment operations in real time.

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 company 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 CCI's print- and fulfillment-on-demand workflows.
- » Communicate directly with CCI'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.

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.



Web2Print and Personalized Print-On-Demand

U.Connect offers tailored web portals to meet the needs of your various end-users. Your tool can be customized with multiple portals to accommodate online ordering activity from a variety of end-users. The tools are rule-based so each end-user, based on their customer group (business unit, employee type, distributor location, customer, etc.), can view and order different items. Items available for order can be customized further through our Personalized Print-On-Demand (PPOD) service offering to include direct mail templates, personalized letters, marketing literature, and templated e-mail blasts that can be customized specifically with your members' names, contract information, and imagery.



Web2Print and Personalized Print-On-Demand

Custom online digital storefronts for ordering & creating customized documents on-demand.



Print & Fulfillment Management

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

Cross Media Marketing

Customized communication solutions can have a major impact on your marketing effectiveness by allowing you to boost both top and bottom line results and increase the value you bring to your customers:

- » Effectively and efficiently segment markets
- » Attract new customers
- » Support multiple distribution 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 personalized, effective way.



Cross Media Marketing

Cross-media campaign solutions for 1:1 communication efforts: Personalized print, PURLs, HTML e-blasts, fax, text messaging, QR Codes, and social media integration.



All from one, centralized web-based interface!

Digital Asset Management

With the proliferation of media channels and expanding new media and technology, data is the key to determining your marketing strategy and the relationship between your brand and customer. To help you better manage your data and digital assets, U.Connect will help you identify, centralize, and make your valuable assets accessible for use and reuse in your organization. Whether to support marketing operations and brand management, web content, or long-term digital preservation, our customized system will help you effectively store, access, and use your digital content from one central location.

Features and Benefits

- » 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.
- » Work-flow 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.



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.





Print . Mail . Distribution . eSolutions