



**For Immediate Release**

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## **CCI/CoakleyTech Launches U.Connect**

*Integrated online tool offers businesses an end-to-end communication solution for Print and Marketing Management*

**HARTLAND, WI** (November 8, 2011) – CCI/CoakleyTech, a leader in print, eBusiness, and marketing solutions, announced today that it has launched **U.Connect**, a new, end-to-end communication solution to help businesses effectively manage corporate-wide print and multi-channel marketing programs.

U.Connect combines the leading technology services the company has provided for over a decade from one, centralized web-based interface. Now companies can use one eBusiness application to manage Print and Fulfillment, Web2Print and Personalized Print-On-Demand, Cross-Media Marketing Campaigns, and Digital Assets. Backed by CCI/CoakleyTech's global print and fulfillment production capabilities, U.Connect provides an all-encompassing online solution to effectively manage print and marketing collateral from end-to-end.

"Our clients, who represent some of the most established and trusted names in business, have been using our custom eBusiness applications to support print and marketing collateral management programs for years," said Chris Illman, President & CEO. "U.Connect brings these technologies together under one platform and offers a flexible, customizable solution for companies; users can adopt the entire platform or use only the modules that best meet specific needs."

U.Connect's modules, which operate in a private cloud environment, include:

- **Print & Fulfillment Management**
  - Custom online storefronts for procurement, print production, ordering, and fulfillment management for printed documents, marketing collateral, promotional items, product samples, etc.
- **Web2Print and Personalized Print-On-Demand**
  - Custom online digital storefronts for ordering and creating customized documents, on demand.
- **Cross-Media Marketing Campaign Management**
  - Cross-media campaign solutions for 1:1 communication efforts, including personalized print, PURLs, HTML e-mail blasts, fax, mobile messaging, QR codes, and social media integration.
- **Digital Asset Management**
  - Manage and distribute corporate images, videos, and art files from one central location to empower marketing workflows and secure corporate branding.

“U.Connect provides a true, integrated solution to support companies’ print and marketing collateral programs. We are committed to providing leading technology applications that streamline processes and lower costs for companies across industries. U.Connect does just that,” added Illman.

**About CCI/CoakleyTech**

CCI/CoakleyTech, a leader in print, eBusiness and marketing solutions, provides comprehensive Marketing Services, Print, Mail, Distribution, and eSolutions. The company’s flexible Business Process Outsourcing service model encompasses Print Management and Marketing Collateral Management solutions to service the print and marketing needs of companies across a wide range of industries. CCI/CoakleyTech is a privately held corporation owned by TouchPoint Solutions, a holding company of Huron Capital Partners LLC. Headquartered in Hartland, Wisconsin, CCI/CoakleyTech operates facilities throughout Wisconsin and Arizona and can be found on the web at [www.comcom.com](http://www.comcom.com).