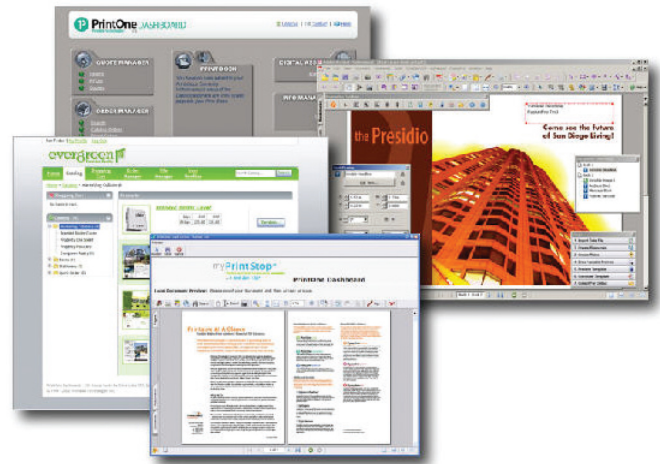


MarcomCentral[®]

Powerful SaaS Web-to-Print System Helps You Grow & Compete

MarcomCentral is a vendor-hosted (SaaS) web-to-print system that provides an automated solution for creating, printing and managing the delivery of static, versioned and variable data pieces. Using predefined, press-ready PDF templates, print customers use this browser-based system to request items and follow jobs through the production and fulfillment process. With MarcomCentral, your customers have real-time access to produce and order the materials they need.



No Servers, No Software, No Development Costs

MarcomCentral's software as a service (SaaS) vendor-hosted model has the ability to quickly launch a web-to-print offering with minimal impact to your in-house resources.

Cross Media Capabilities

Support print and digital marketing through email, web and mobile. Enable online personalized images and on-demand digital delivery to provide truly unique cross media campaigns.

Increased Customer Engagement and Revenues

Provide branded online storefronts for your customers' marketing materials. Expand prospects and increase revenue with a wider product offering that strengthens your business partnerships.

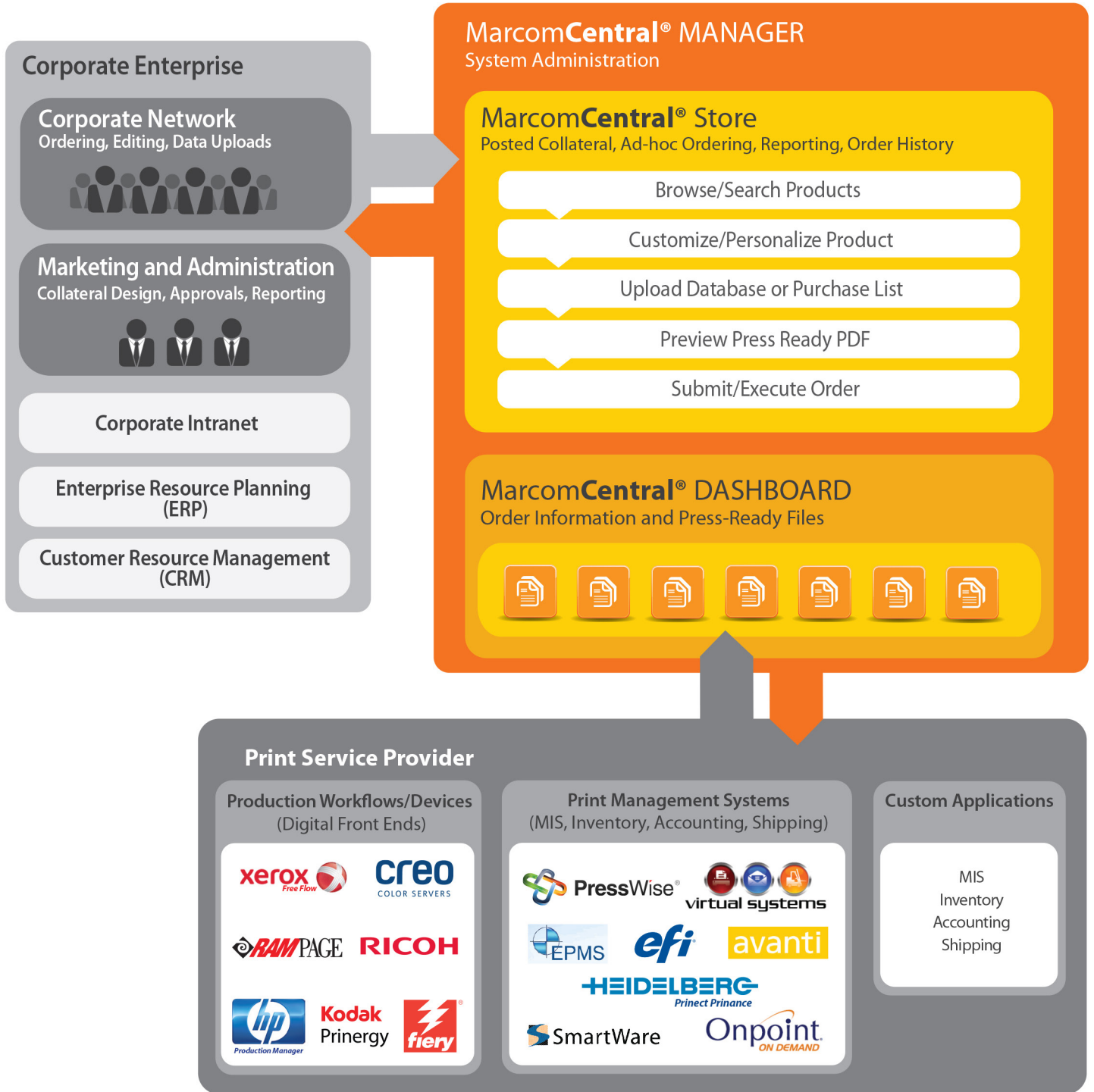
Infinite Integrations, Ultra-Customized Workflows

Share the benefits of a software application that seamlessly connects end-users with all of the automated systems they need, including ERP, accounting tools, intranets, digital production workflows and print MIS systems.

Comprehensive Feature Set

Sell your services to a wider customer base with a feature-rich offering that provides the full array of functions required ranging from complex VDP rules, to customized workflow approvals, to intelligent form displays that provide a rich user experience.

MarcomCentral® Workflow





Software as a Service (SaaS) Infrastructure

Get up and running easily with MarcomCentral's SaaS (Software as a Service) delivery model. Sites are launched quickly without the headache of servers, software, and other resources. Hosted at a state-of-the-art data center and certified quarterly by SecurityMetrics[®], MarcomCentral provides the ultimate security.



FusionPro[®] Variable Data Publishing

PTI's best-in-class FusionPro product line helps produce completely personalized marketing materials with dynamic text and imagery. Design templates are quickly and easily built using the industry leading FusionPro VDP Creator. MarcomCentral uses FusionPro VDP Producer (API) for composition and can deliver 13 optimized output formats.



Internationalization

MarcomCentral is built for world-wide use. Whether end users reside in Spain, Germany, or Japan, MarcomCentral provides a customized experience with international support for portal interfaces, marketing content, currencies, and shipping.



Personalized Email Campaigns

MarcomCentral seamlessly integrates with ExactTarget[®] for the best in email marketing. An intuitive interface helps create rules and logic for personalized email campaigns that can complement direct mail and other print collateral. Adding email services is critical for print service providers who want to grow with their customers.



Image Personalization with FusionPro Expression[™]

MarcomCentral integrates with FusionPro Expression to produce amazing, eye-catching, personalized marketing materials. Personalized imagery uses a combination of unique fonts and images to produce lifelike messages that provide increased response rates and improve customer engagement.



Integrated List Purchasing

MarcomCentral offers fully integrated mailing list solutions that automatically provide targeted demographic lists for direct mail campaigns.



Intelligent Forms

MarcomCentral can produce versioned documents with dynamic forms that use conditional fields and logic to control form elements, eliminating the need for multiple templates.



Ad hoc Job Submission

Clients can estimate and submit unique orders without using predefined templates. The PDF conversion tool automatically converts more than 200 document formats including Microsoft Word, Excel, PowerPoint and Publisher.



Integrated Mail List Processing (CASS/NCOA)

Provides live address verification and updates using the Coding Accuracy Support System (CASS) or the National Change of Address (NCOA) by accessing US Postal Service through Tec Mailing Solutions, LLC.



Web Services and Data Feeds

Achieving the ultimate workflow requires integrating with 3rd party applications. MarcomCentral's software as a service infrastructure allows it to connect to virtually any system using an array of web services and data feeds, providing maximum flexibility.



Comprehensive Feature Set

MarcomCentral is the deepest, most comprehensive, feature-rich solution on the market with an astounding number of configurable features for administrators. The feature flexibility allows print service providers to provide an ultra-customized solution to their customers.

RELATED PRODUCTS

FusionPro Expression Suite

Design and compose personalized images to drive responses for print, email, or web campaigns.

FusionPro VDP Suite

Design and compose personalized print campaigns.

FusionPro Links

Create personalized URLs and microsites to drive and track responses in cross media campaigns.

Email and Mobile Solutions (provided through ExactTarget)

Create and send digital direct marketing campaigns.

MarcomCentral Features

Delivery Type	<i>Served Online</i>	Software as a Service (SaaS) requires no servers, no software to download and no internal IT resources.
Price Structure	<i>Set-up + Monthly</i>	Measurable, predictable, value-based pricing.
Training	<i>3-5 days</i>	Conducted at San Diego training facility or your location.
Customizable Site Appearance	<i>Per Customer</i>	Match your customers' brand with color schemes, logos, graphics, flash and custom HTML.
Document Template Design	<i>Integrated</i>	Build a range of document types with FusionPro Desktop.
Template Design Plug-ins	<i>InDesign, Quark</i>	Create documents in the top graphic design programs and upload them with ease.
VDP (Personalization)	<i>Integrated, Uploadable</i>	Upload offline templates created in FusionPro Desktop or create them directly in the application.
Role/User Permission Controls	<i>Yes, Complex</i>	Supports nearly any organizational or role structure desired. User profile information can prefill templates.
Customizable Order Process	<i>Per User, Per Client</i>	Screens can be reordered or deleted for specific users or clients.
Approval Workflows	<i>Multiple</i>	Varied approval workflows offer flexibility.
User Budget Controls	<i>Yes</i>	Customers can control spending per person.
Autofill	<i>Yes</i>	Complete dynamic forms quickly and easily using previously saved entries.
Job Tracking	<i>Yes</i>	Multiple order statuses allow detailed viewing from order to delivery.
Security	<i>Yes</i>	HTTPS protocol and 128-bit SSL encryption; CyberSorce for credit cards; all servers and databases are behind a firewall; quarterly certification by SecurityMetrics®.
Job Ticketing	<i>Yes</i>	Creates unique identifiers for each order.
Impositioning	<i>Yes</i>	Libraries of easily managed and reusable imposition layout templates; gang jobs by quantity or optimized groups, across multiple products and customers.
Payment Types	<i>Multiple</i>	Credit card and purchase order.
Reporting	<i>Pre-built & Custom</i>	Reports provide detailed information on all system activities.
International Language Support	<i>Yes</i>	Default Languages: English, French, Italian, German, Spanish, Dutch, and more. Supports all modern languages and characters including right-to-left languages.
Integrations	<i>Print MIS, Production Workflows, Devices, Shipping, Accounting, CRM, ERP</i>	EFI Monarch (formerly Hagen) EFI Pace, HubCast, Rampage, EPMS, Heidelberg Prinect Prinance, GP, SmartLinc, Kodak Prinergy, Creo Color Server, EFI Fiery, Xerox Free Flow, HP Production Manager, FedEx, UPS, Epicor, SAP, Oracle/PeopleSoft, Ariba, Katera, Salesforce and more.
Web Services	<i>Multiple</i>	Examples: Check Order Status, Create Packing Slip, Create Invoice, Delete Line Item, Get Inventory, Update Inventory, Messaging.
Input Formats	<i>Multiple</i>	FTP/SMTP/ HTTP: Sales Work Order, Job Ticket, Invoice, & Uberfeed.
Dynamic Output Formats	<i>Multiple</i>	PDF, PostScript, VDX, PPML, HP-PPML, single file VPS, JLYT, VIPP, Digimaster-PS, mapped data, AFP, JPG, PDF/VT, and HTML.
Dynamic/Intelligent Form Entry	<i>Services Add-On</i>	Conditional logic removes the need for multiple products/templates.
Mailing List Purchasing	<i>Optional Add-On</i>	Real time integrated list purchasing is available through best-in-class 3rd party providers.
Ad-Hoc Job Submission	<i>Optional Add-On</i>	Enables unique, one-time job submissions with server-side conversion to PDF for a plethora of documents.
FusionPro Expression Imagery	<i>Optional Add-on</i>	Unique FusionPro Expression Creator integration produces high-impact customized print collateral with personalized imagery. Compose directly through MarcomCentral or take it offline with our FusionPro server products.
Email Templates/Campaigns	<i>Optional Add-on</i>	An integration with ExactTarget, a premiere Email Service Provider, allows email campaigns to be executed within an online storefront using uploaded templates.
Custom Features	<i>Services Add-on</i>	Our professional services team can review, and quote requests for specific functionality to precisely meet your customers' needs.
Mail List Processing (CASS/NCOA)	<i>Integrated</i>	Provides address verification and updates LIVE using the Coding Accuracy Support System (CASS) or the National Change of Address (NCOA) by accessing US Postal Service through Tec Mailing Solutions, LLC.