

Corporate Marcomms

Integrated Marketing Resource Management
enabling companies to deliver superior marketing results
a complete solution streamlining operations, improving productivity and profitability.



Top level Highlight for Corporate

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Tracking

- ▶ Reminders Alerts/E-mails & Notifications
- ▶ Reminders: Never Forget a Task Again
- ▶ Email Alerts

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- ▶ The Emphasis is on Flexibility
- ▶ Quickly Setup Repetitive Jobs - Best Practices Templates
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- ▶ Improve Collaboration
- ▶ Technology and expertise are tailored to your requirements
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- ▶ Improve Brand Consistency
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- ▶ Track performance and results for campaigns, programs, phone numbers, email messages, web sites, landing pages, ads, commercials, and offers.
- ▶ Track performance and results for a specific company/client, division, department, region, location or channel.
- ▶ Create your own metrics (result types).
- ▶ Forecast results.

- ▶ Compare forecast versus actual results.
- ▶ Track an unlimited number of metrics/result types
- ▶ Track an unlimited number of metrics for each campaign, program, etc.
- ▶ Roll-up and tabulate results on-screen; drill down to transaction details.
- ▶ Easily export results to Microsoft Excel for further analysis and what-ifs.
- ▶ Track different metrics for different campaigns. For example, track response rates for direct mail, and click-throughs for banner advertising.
- ▶ Track results at a detailed level (every transaction) or aggregated level (for example, total click-throughs).
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- ▶ The software is more accurate
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- ▶ Sharing across teams & channels
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Campaign Management

Campaign management is central to marketing. Is right there for you with powerful, robust, comprehensive and flexible campaign management features With Entegrate Communications your team can have all the information about every campaign in one place. Features include:

Track every approval related to a campaign whether it is for copy, design, advertisements, budget etc.

- ▶ Attach files to campaigns.
- ▶ Create detailed briefs using a convenient fill-in-the-blanks template.
- ▶ Components: track usage of promotional items.
- ▶ Automatically creates digital asset folders for storage of the campaign's creative.
- ▶ Set campaign objectives and track performance against those objectives.
- ▶ Track all offers associated with each campaign
- ▶ Track phone numbers used in Campaigns.
- ▶ Track all purchase orders for each campaign.
- ▶ Track products and services each campaign is for.
- ▶ Track all the campaigns for each product or service.
- ▶ Associate the project requests with the campaign that was performed.
- ▶ Requests for Quotes: track every request for quote for each campaign



- ▶ Automatically send alerts when critical campaign events occur.
- ▶ Prepare cost estimates; use estimate templates to better estimate costs.
- ▶ Track all campaign expenses.
- ▶ Associate all related jobs to a campaign for a full view of the campaign extending into creative production.
- ▶ Track the locations the campaign is for; track all campaigns for a location or region.
- ▶ Prepare detailed merge/purge instructions for the letter shop.
- ▶ Team members can annotate the campaign with notes.
- ▶ Group several campaigns into a program to roll-up expenses, results, etc.
- ▶ Track campaign performance.
- ▶ Find items using text search.
- ▶ Track all the source codes used in each campaign; track the campaigns that use each source code.
- ▶ Manage campaigns more effectively by assigning separate tasks to staff to ensure timely execution.
- ▶ Role-based task reassignment makes it easy to assign the staff to a campaign. Restrict access to the team.
- ▶ Track all the URLs used in a campaign; track all the campaigns that promote visits to a specific web page.
- ▶ Create best practices templates - preset campaign templates with all the necessary tasks and information. Templates are easy to create and can be used with a single click

Reminders Alerts/E-mails & Notifications

Automatic reminders, alerts and notification keep all team members aware of the status of every task. You can make immediate decisions about project status and the impacts of scheduling changes.

Reminders: Never Forget a Task Again

Set reminders for any task or part of a task to be sure that you don't forget it. You can set both forward and backward reminders: set a reminder to start a task in advance of its due date, or one to remind you to go back, and, for example, compare actual versus estimated duration of the task.

Email Alerts

Entegrate Communications enables you to automatically send email alerts to users, vendors, internal clients, etc. when critical events occur. With the software you have complete control over who gets alerts.

Job Management

Marketing communications production

Entegrate Communications provides a robust, comprehensive and flexible system for job management, job workflow and job information management- no matter how simple or complex. Now the entire team can have instant access to all the information about every job.

Powerful Job Management Features

Entegrate Communications provides a robust, comprehensive and flexible system for managing all your jobs, and the data they generate - no matter how simple or complex.



- ▶ Manage an unlimited number of jobs.
- ▶ Find items using text search or filter.
- ▶ Track all Approvals for each job
- ▶ Track the Channels a job is for.
- ▶ Link all the Components to the job that originated them.
- ▶ Create a Creative brief for each job.
- ▶ Store all the Digital Assets related to the job.
- ▶ Store all the Documents related to the job.
- ▶ Track the job due date; send an alert to the team if the date is missed.
- ▶ Log all job-related email messages.
- ▶ Track the actual job completion date. Notify users when the job is completed.
- ▶ Prepare cost and time Estimates for the job.
- ▶ Track estimated vs. actual time.
- ▶ Track all job-related expenses.
- ▶ Track all job-related invoices.
- ▶ Track which locations the job is for.
- ▶ Track key milestone dates.
- ▶ Track all job notes.

- ▶ Track the products the job relates to.
- ▶ Link the original request to the job.
- ▶ Track all job-related purchase orders.
- ▶ Track all job-related requests for quotes.
- ▶ Set a job start date.

- ▶ Track all job-related tasks.
- ▶ Designate the team for the job. Only team members can access job information.
- ▶ Link all time slips to the job they are for.
- ▶ Save detailed job specifications and Track all vendors for a job.

The Emphasis is on Flexibility

If there is one thing that characterizes marketing projects, its variety. Entegrate Communications job management features were designed to handle even the most complex and varied workload With Entegrate Communications workflow doesn't need to be predefined and go through rigid steps (it can, if you want it to); every project can be unique.

Quickly Setup Repetitive Jobs - Best Practices Templates

Entegrate Communications makes it easy to create best practices templates - preset jobs with all the necessary information. With a single click you can copy a job template and use it again and again. Tasks are linked together within each job. You can quickly change all the dates associated with a job by changing its start date or due date. See what the impact of a date change has on the job's tasks.

Advanced Traffic Management Features Easily Handle Schedule and Priority Changes

Tasks are linked together within each job. You can quickly change all the dates associated with a job by changing its start date or due date. See what the impact of a date change has on the job' timeline.

Metrics to Help You Measure Performance

Entegrate Communications includes useful job performance metrics to help you monitor and improve job cycle time and performance

Production and Brand Management

We help product marketers build marketing plans, create deliverables, and launch products. It also helps manage tasks, activities and projects, manage expenses, schedules, track market share, media usage, campaign effectiveness, and ROI.

A "dashboard" for each Product, Product Line and Brand

Entegrate Communications enables you to have a product-centric and brand-centric view of all marketing activities. Every task, project, expense, campaign, deliverable, digital asset - you name it - is linked to the product, product line, and brand it belongs to. Every product, product line and brand has a dashboard page providing up-to-date information about every associated project, campaign, or task. With a few clicks, product managers and brand managers can keep tabs on project status, and the effectiveness of every project.

Entegrate Communications Helps Improve Communications

Product management and brand management often acts as the key intermediary between development and marketing. This makes it easy to manage the information and requests flowing between marketing and product development, and to ensure that nothing falls between the gaps.

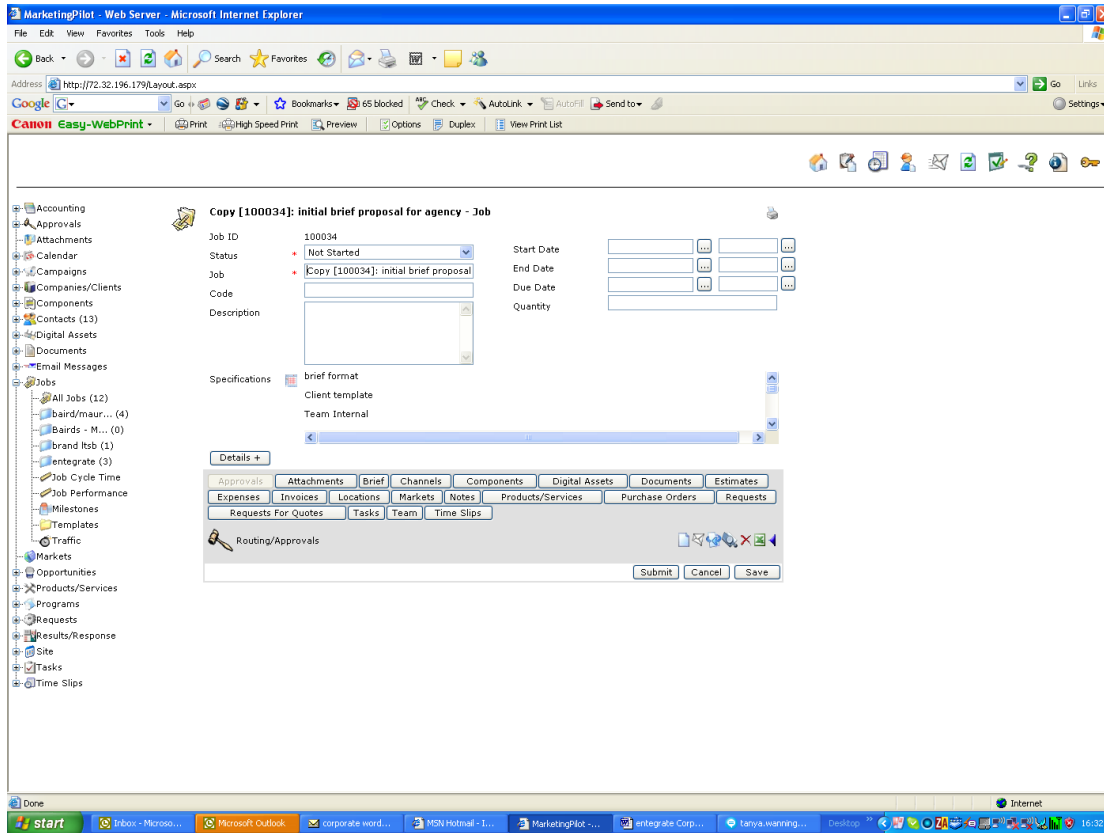
Production request

Managing project requests

It's hard to juggle the huge number of requests for new campaigns, jobs, collateral materials, signs and other projects. E provides comprehensive, flexible and easy to use project request management that:

- ▶ Saves time.
- ▶ Shortens time to market.
- ▶ Makes team members more productive by reducing time spent managing, coordinating, reporting and tracking project requests.
- ▶ Links all relevant information to each project request.
- ▶ Enables interactive communication between marketing and "clients."

► Instils accountability



MarketingPilot - Web Server - Microsoft Internet Explorer

Address: http://72.32.196.179/Layout.aspx

Canon Easy-WebPrint

Copy [100034]: initial brief proposal for agency - Job

Job ID: 100034
Status: Not Started
Job: Copy [100034]: initial brief proposal
Code:
Description:
Start Date:
End Date:
Due Date:
Quantity:

Specifications: brief format, Client template, Team: Internal

Details +

Approvals | Attachments | **Brief** | Channels | Components | Digital Assets | Documents | Estimates
Expenses | Invoices | Locations | Markets | Notes | Products/Services | Purchase Orders | Requests
Requests For Quotes | Tasks | Team | Time Slips

Routing/Approvals

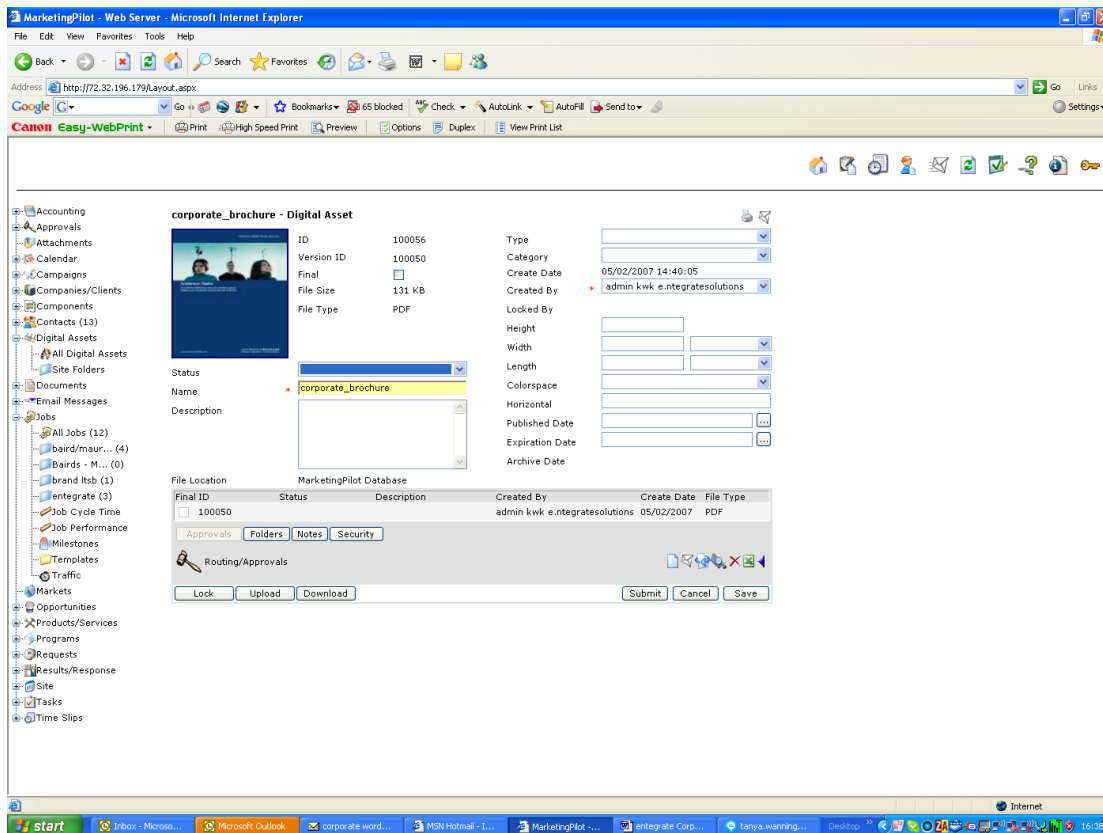
Submit | Cancel | Save

Digital Asset Management

The Digital asset management software is powerful and fully integrated, thereby eliminating the need for 2 separate systems. Entegrate Communications manages and protects your digital assets. Store's logos, product shots, package designs, ad layouts, collateral material, presentations, audio, video or any other digital file. This makes digital assets easier to find and use - ensuring better brand consistency, reducing costs, and increasing productivity.

Features

- ▶ **Annotation:** users can annotate digital assets.
- ▶ **Asset profiles:** An intuitive profile is associated with every digital asset. It contains information - author, document title, description, size, type, etc. - that describes each asset.
- ▶ **Email:** send digital assets via e-mail as attachments.
- ▶ **Folders:** One digital asset can belong to multiple folders; this maintains a single copy of each but references it in different folders. Create shared folders or associate folders with projects, contacts, etc.
- ▶ **Integration:** with existing tools: It is easy to integrate with the tools you already use. No plug-ins, macros or other modifications to your existing applications are needed. This allows users continue to work with digital assets exactly as they do today. E's integration approach is designed to minimize impact on your current operations and software setups. We can store any file, including MS Office, Adobe Acrobat, Photoshop, InDesign, Quark, etc.
- ▶ **Search:** Indexes digital assets automatically, as they are stored. To retrieve a digital asset, it's easy to do keyword searches to find the needed files.
- ▶ **Thumbnails:** It automatically creates thumbnails of assets so you can quickly find the asset that is needed.
- ▶ **Routing:** makes it easy to route digital assets for approval and review. Reviewer's comments and approval are permanently stored in the database so there is never a question about whether a document was received and reviewed. Reviewers can attach notes to documents and append revisions and versions.
- ▶ **Security:** provides tight security for digital assets by enabling the owner of the asset to restrict or grant access to others.
- ▶ **Taxonomy:** makes digital asset retrieval far simpler and far more powerful because it links digital assets to the relevant campaign, job, task, component, media outlet, vendor, and contact. To retrieve a digital asset, users can simply open the digital asset folder that is attached to the project to find the digital assets you need.
- ▶ **Version Control:** provides an audit trail of every digital asset as it moves through its life cycle. We reduce rework and mistakes by ensuring that everyone is working from the correct version of an asset. Tracks the history of assets, including all activities performed on it for regulatory, legal and operational purposes. We identify and enforce the lifecycle stages a digital asset goes through.
- ▶ **Locking:** Digital Assets can be locked to prevent users from making changes. This ensures Brand compliance/conformity & all regulatory issues.



- ▶ Derive assets from existing ones, maximizing value, flexibility and market opportunity.
- ▶ Quickly and easily find items using text search or filter.
- ▶ Use assets multiple times. This boosts productivity by enabling users to access and re-purpose critical information. "Stop reinventing the wheel," and get to market more quickly.
- ▶ Reduce time spent on asset retrieval.
- ▶ Eliminate redundancy in supporting cross media environments.
- ▶ Cut review cycle time dramatically.
- ▶ Develop new communications and respond to new marketing opportunities by facilitating rapid redeployment of existing digital assets

Improve Collaboration

What makes the digital asset management software unique is that it stores all the information about projects in one place. One click access drives marketing and creative staff to the right information at the right time. This enhanced collaboration feature delivers information - not just the digital assets - into the hands of the people who need it, when they need it.

Save Money

Entegrate Communications digital asset management software

- ▶ Reduces paper, printing and shipping costs.
- ▶ Decreases fax and telecommunication costs.
- ▶ Reduces physical space needed for hardcopy file storage.
- ▶ Reduces computer disk storage space needs: Staff no longer need to maintain copies of files in personal file directories
- ▶ Eliminates re-shooting or creating images because they can't be found.
- ▶ Reduces licensing fees because images and licenses can't be located.

- ▶ Eliminates the costly, time consuming and inefficient use of CD's for cataloguing, archiving and distributing

Improve Brand Consistency

Entegrate Communications digital asset management software:

- ▶ Makes it easy for users to consistently locate the correct asset.
- ▶ Makes it easy for your team to find and use your Brand Policy.
- ▶ Provides tools to help manage and use intellectual property, including assets, brands, trademarks and copyrights.

Improve Accuracy and Quality

With this software users find the right version of the right asset - the first time. Your team will make fewer mistakes. We also improve on quality by ensuring that documents move smoothly through your review and approval processes

Metrics to Help You Measure Performance

Include useful performance metrics to help you monitor and track workload and performance

Reporting & Metric's

Performance measures

Say good-bye to hours spent scouring reports and keying results into spreadsheets for analysis, with up-to-date information needed to make decisions is available all the time. Entegrate Communications provides powerful and flexible functions for tracking performance and results. It enables you to establish key performance indicators (KPIs) to manage marketing performance. It gives complete flexibility to track performance using metrics that are meaningful to your business. Tracks all marketing expenditures, can automatically calculate the return on marketing investment (ROMI) of all your campaigns.

Features

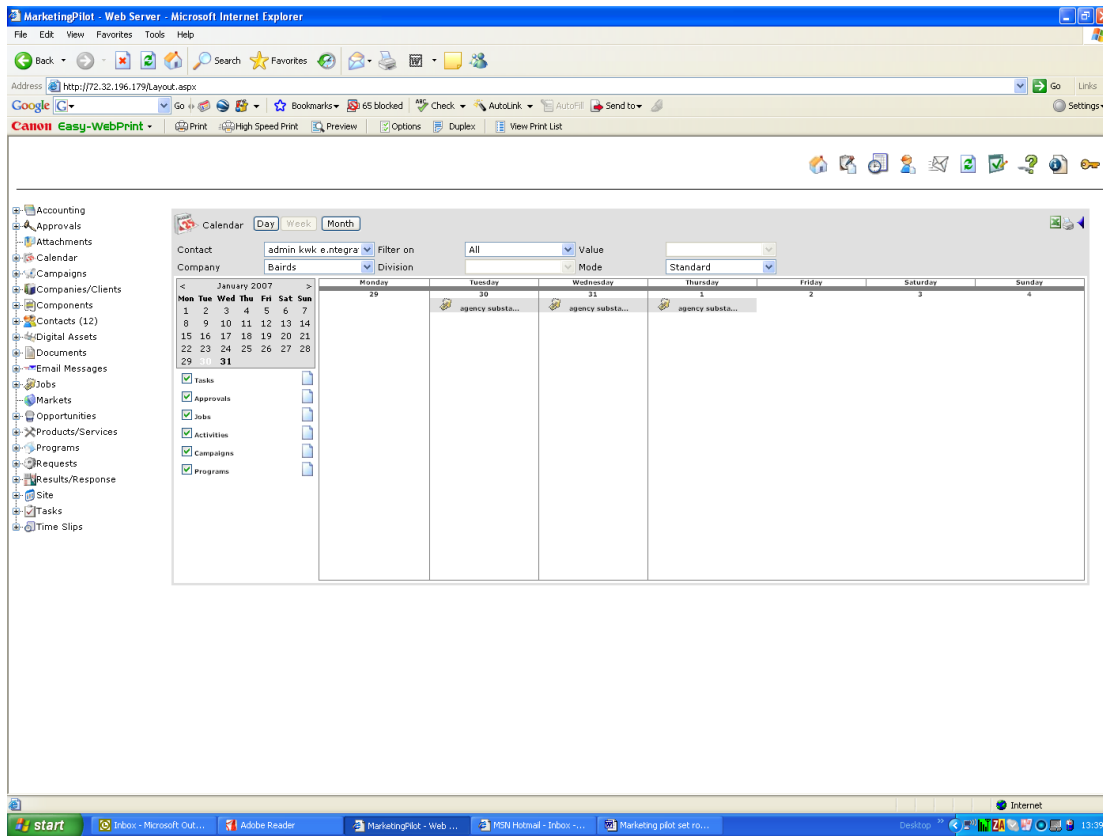
- ▶ Track performance and results for campaigns, programs, phone numbers, email messages, web sites, landing pages, ads, commercials, and offers.
- ▶ Track performance and results for a specific company/client, division, department, region, location or channel.
- ▶ Create your own metrics (result types).
- ▶ Forecast results.
- ▶ Compare forecast versus actual results.

Track an unlimited number of metrics/result types

- ▶ Track an unlimited number of metrics for each campaign, program, etc.
- ▶ Roll-up and tabulate results on-screen; drill down to transaction details.
- ▶ Easily export results to Microsoft Excel for further analysis and what-ifs.
- ▶ Track different metrics for different campaigns. For example, track response rates for direct mail, and click-throughs for banner advertising.
- ▶ Track results at a detailed level (every transaction) or aggregated level (for example, total click-throughs).
- ▶ Find items using text search or filter.

Calendars

- ▶ We have a powerful integrated marketing calendar with great features:
- ▶ Powerful filtering options enable you to customize the marketing calendar so that it displays only the information you want to see.
- ▶ View activities by day, week or month.
- ▶ Display activities, tasks, approvals, campaigns, jobs, programs; or any combination of them
- ▶ Click on any entry to drill down to its details.
- ▶ Create new jobs, campaigns, programs, tasks, and activities directly from the calendar.
- ▶ Display marketing calendars using your fiscal year, the standard broadcast calendar or the Julian calendar



Budgeting

Budgeting is complex, time consuming and tedious: you need to analyse and review historical data, compare budgets with actual expenses, and develop projections. To make matters worse, marketing budgets straddle two different worlds. On the one hand, the accounting world cares about expense accounts, departments, tax deductibility and amortization. On the other hand, marketers care about campaigns, jobs, products, events, brands, and media. Spreadsheets have long been the tool of choice. While spreadsheets excel (no pun intended) during budget planning and forecasting, they require lots of maintenance, tend to "break," can't be

updated by multiple users at the same time, and require constant data entry. Since spreadsheets are rarely "connected" to the actual purchase orders and expenses, reconciling budgets with actual expenses is time-consuming, tedious, difficult and error-prone.

The software is more accurate

There are no formulas to update or spreadsheets to keep linked. There is only one set of information; all the versions are in one place; the differences are clear. With Entegrate Communications you always have up-to-date budget vs. actual information.

Spend less time managing budgets

With Entegrate Communications, budgets are linked directly to the projects you are working on. There is no transferring information in-and-out of modules or to-and-from other programs. Drill deeper with a few clicks. Answer questions faster and more easily. You'll always know where to find a project's budget information. There is no duplicate data entry; all the information you need is always at your fingertips.

Allocate spending more effectively

All the information you need to make decisions is on your screen, on a tab attached to the project. It's automatically updated, so you can move faster, make better decisions.

Sharing is a breeze

Entegrate Communications budget management features were designed from the ground up to enable many users to work with budgets and expenses at the same time.

Go back and forth to accounting easily

Entegrate Communications makes it easy to work with the accounting department. With a single mouse click you can shift from the marketing view of your budget - by project and activity - to the accounting view- by expense account. Entegrate Communications makes it easy for you to reconcile your budget and expenses with accounting.

Drill Down to the Budget and Expense Details

Entegrate Communications makes it easy to drill down into the details of each budget workbook to see how each activity contributes to a budget item.

Powerful Budget Management Features

With Entegrate Communications you can create budgets for every activity and roll them up into an overall budget. Or, create an overall budget and break it into parts for different campaigns and projects. With a few mouse clicks you can:

- ▶ Create an unlimited number of budgets.
- ▶ Maintain multiple budgets for a project or period.
- ▶ Daily, weekly, monthly, quarterly, annual, fiscal or seasonal budgets.
- ▶ Copy entire budgets.
- ▶ Create multiple versions of a budget.
- ▶ Store related budgets in budget folders.
- ▶ Create budgets for
- ▶ Companies/clients
- ▶ Campaigns
- ▶ Jobs

- ▶ Products
- ▶ Locations
- ▶ Channels
- ▶ Media outlets
- ▶ Events
- ▶ Departments
- ▶ Vendors
- ▶ Project requests

View budgets in a variety of ways:

- ▶ By expense account.
- ▶ By day, week, month, quarter, year, fiscal year or season.
- ▶ Versus actual expenses.
- ▶ Versus actual and projected expenses.
- ▶ Drill-down into a budget to its most detailed level.
- ▶ Have multiple users update budget and expense information at the same time. Enable individuals to create parts of a budget and automatically roll-up their work into a consolidated budget.
- ▶ Combine budgets, and roll them up.
- ▶ Analyze budget and expense information in real-time, since information is always up to date and ready for use.
- ▶ Print out a variety of reports with a few clicks.

Powerful Security Features

Budgets are important; and highly confidential Entegrate Communications provides powerful security features to enable you to balance

- ▶ Your needs to secure budget information with access. Entegrate Communications provides:
- ▶ User-level privileges that can turn budget functions completely on or off. Users who don't have budget privilege,
- ▶ Can't see any budget information at all.
- ▶ Read-only access to enable users to view budgets but never create or modify them.
- ▶ Restricted access to each budget. Specific users can have view-only or the ability to modify budgets.
- ▶ Budget locking.

Backup Documentation and Annotation

Entegrate Communications makes it easy to keep all your budget documentation and backup in one place. Entegrate Communications you get budget management functions that are fully integrated with document management:

Store all your supporting documentation with a related budget.

Annotate budgets with notes.

Financial Management

Whether you need simple expense tracking or full accounting, we provide an Entegrate Communications. This provides additional transparency and improved auditability of the financial management process. Track financial information by:

- ▶ General Ledger account
- ▶ Program
- ▶ Job
- ▶ Product
- ▶ Brand

- ▶ Campaign
- ▶ Program
- ▶ Job
- ▶ Product
- ▶ Brand

Channel Plus,

- ▶ Clients, vendors, projects, departments, divisions, campaigns, programs, jobs, products, brands, and channels have their own financial dashboard.
- ▶ Supports splits and allocations across business units, products, and locations.
- ▶ Full General Ledger.
- ▶ Prevent unauthorized access or updates with built-in security functions.
- ▶ Powerful and fully integrated media buying.
- ▶ Track cooperative marketing funds and barter.
- ▶ Manage accruals as well as cash expenses

Drill Deeper

While it is great to be able to assess the performance of one variable, the true power of Entegrate Communications is its ability to track multiple variables. For example, it enables you to not only track how one promotional offer is doing, but how it is doing across markets, or locations. Or, you could track how different creative is working in different media outlets.

DATABASE ESSENTIALS

Our software for Windows includes a powerful, intuitive, easy to use and fully integrated marketing database where all prospect, lead, and customer information can be stored for access and analysis. Using Entegrate Communications marketing database you can learn more about your customers, make better decisions and determine which campaigns and programs are most profitable. You can:

- ▶ Obtain clean, updated, and accurate information about customers and prospects.
- ▶ Query, analyze and define targeted customer segments.
- ▶ Run counts and generate mailing lists for direct mail, telemarketing, and email campaign execution.
- ▶ Create and store all campaign information in one place including cost, budget, creative, offer, etc.
- ▶ Analyze results: revenue, sales, orders, products purchased, open rates, click-throughs, cost per lead, and cost per order, Media Efficiency Rate, ROI and more.
- ▶ Build and nurture qualified prospect lists that you can use again and again.

Integration

Most organizations already have customer management systems designed to support sales, repair, customer service, etc. These systems are often inaccessible and separated from each other. They rarely provide the functions needed by marketers. Until recently the only way to get a marketing database was to build one from

scratch using internal resources or to hire an outside firm to build it for you; however this is complex, time consuming and expensive. Because the marketing database is pre-configured you can have marketing database in less time and at lower cost than building one from scratch.

Designed for Business and Consumer Marketers

Entegrate Communications can be configured to support the specific needs of business-to-business or consumer marketers. So, whether you aggregate information by company or enterprise or by household, we can help you improve targeting and campaign results.

Marketing Databases Start with Your Customer Information

You probably already have the information you need somewhere within your organization. We can help integrate your data into the software and help you take advantage of the information to generate better results. With Entegrate Communications you can:

- ▶ Consolidate customer and prospect lists from multiple sources of data — such as operations, web transactions, registrations, prospect lists, and attendees— into one centralized repository containing:
- ▶ Contact details such as name, address, etc.
- ▶ Demographic, psychographics, lifestyle, and other types of information that describe and segment your customers and prospects.
- ▶ Modelling data such as propensity scores, deciles, RFM scores, etc.
- ▶ Import and store lists from any source.
- ▶ Add transactional information according to your unique business approach whether it's response to campaigns, calls, click-through's, web site visits, event attendance, orders, contracts, billing information, or point-of-sale information.

Data Enhancement

Enhance existing information with census, demographic, lifestyle, and segmentation data attributes.

Modelling and Scoring

Enhance existing information with model data and scores. The system is designed to support your modelling efforts. E is designed to handle models and the information they generate. We excel at making model results actionable and useful.

Data Cleansing

Entegrate Communications **has been modelled** to make it easy to keep your information accurate and up-to-date:

- ▶ Edit information.
- ▶ Bulk-load and refresh.
- ▶ Standardize addresses using 3rd party services.

Security

We take security very seriously. Security has been designed into the software from the ground up. Whether you choose to run on your network or on our servers, Entegrate Communications layered approach to security ensures that your important information is safe and sound. You can choose an appropriate level of security depending upon your needs:

- ▶ Access is protected by a User ID and password.
- ▶ Database access is secured by Login and Role.
- ▶ User roles determine which functions a user can access and whether or not they can view or edit information.
- ▶ Team membership restricts user access to specific information. Only users on the team can access information.
- ▶ You can run this software behind your firewall, or via your VPN.



Providing solutions : delivering efficiencies

- ▶ Use 40 or 128-bit SSL encryption.

Contact Us

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