

ALOM | Global Marketing Support



One Print Portal
It couldn't be easier

Imagine your day:

- Millions of imprints
- Hundreds of thousands of orders filled
- Tens of thousands of addresses corrected
- Thousands of different publications shipped
- Hundreds of languages managed
- Fourteen warehouse locations
- One of YOU



That is why you need
One Print Portal

Manage your artwork

Getting from concept to print is arduous.

Each piece of copy and each design go through reviews and changes, from legal to operations to sales.

From English to the many other languages of the world.

From version 1 to version 10.

We know that obsolete pieces are printed and used all over the world every day.

So we asked what we always ask:
How can we make it easier?



How about our **One Print Portal** that is custom configured for your company:

- Multi-agency interface
- User settings to allow you to track reviews, changes and to-do-lists
- Brand management to ensure global consistency
- Custom skinning to feature your look & feel
- Process to support your approval process
- Catalog management done by you or by us
- Specs for each printed matter to ensure global consistency
- Easy management of current and obsolete literature with history trail
- Multi-language with double-byte capability
- Quote tool to ensure that printers are bidding and you are making the best decision based on the correct specs

Welcome to ALOM Global Marketing Support.

Managing Your Fulfillment Orders

We have been working on taking the hassle out of managing your orders for printed materials.

We know that orders are critical.

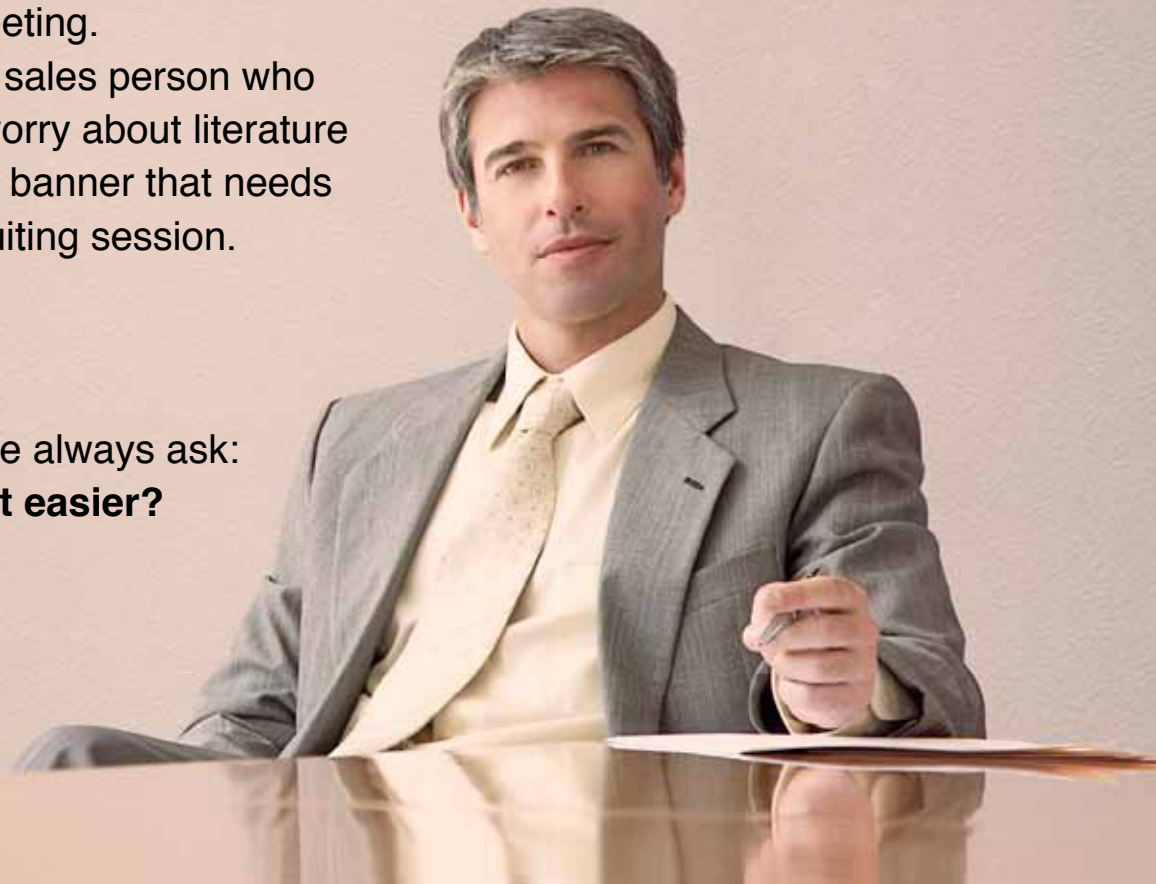
The trade show deadline is a hard deadline.

The crucial client meeting.

The high performing sales person who should not have to worry about literature arriving on time. The banner that needs to arrive for the recruiting session.

We know!

So we asked what we always ask:
How can we make it easier?



How about our **One Print Portal** where you, your internal or external clients, or their assistants can place orders:

- Custom skinning to feature your look & feel
- Approval process, depending on spend or ship method or location or whatever you decide
- Budget allocation with PO
- Credit card processing
- Different ship-methods
- Different pricing models
- Catalog management done by you or by us
- Tied into asset management system
- Custom print managed by order or by location

Welcome to ALOM Global Marketing Support.

Increasing effectiveness by customization

Different people.
Different desires.
Different buying behavior.
Different communications strategies.

We know that literature can be so much more effective when it is customized to the recipient.

Sometimes, literature should be customized for each person – think business cards or training certificates – or for each individualized product – think sales flyer for a house.

So we asked what we always ask:
How can we make it easier?



How about our **One Print Portal** where you, your internal or external clients, or their assistants can customize their print:

- Custom skinning to feature your look & feel
- Template delivered by you (or approved by you)
- Customization parameters set by you (font, font size, margin, text field size, graphics parameters etc.)
- Parameters can be customized based on user parameters (e.g. restricted language, versions, quantities)
- Matrix pricing or other pricing model
- Order history

Welcome to ALOM Global Marketing Support.

Manage Your Vendors

Cost, compliance, control.
Where to start?

Most projects are under stringent deadlines. Timing is critical. But then, during the project, changes happen: New artwork, different quantities, new locations, additional versions.

The deadline rarely moves.
Your boss relies on you to make it happen.

So we asked what we always ask:
How can we make it easier?



How about our **One Print Portal** where we help manage your vendors:

- Clearly defined print specs for fast and clear quoting
- Prequalified vendors can see specs within seconds
- Award the business and forward the artwork right there
- Track print spend per publication, per category, per region
- Ensure compliance with sustainability goals, such as FSC compliance, recycled contents, RoHS compliance etc.
- Track diversity spend for easy reporting
- Full turnkey solution allows ALOM to manage the vendors for you with full visibility to you.

Welcome to ALOM Global Marketing Support.

Get Results

People move.
They misspell their addresses.
They show up on multiple lists.
They opt out.

Managing mailing lists is tough.
Yet the recipients have a fair expectation
that their names and addresses are correct.

Frankly, if they are not, your mailing might
as well not happen.

So we asked what we always ask:
How can we make it easier?

How about our **One Print Portal** combined with our decades of
in-house mail expertise:

- Mailing list procurement
- Addresses uploaded seamlessly
- Addresses verified against applicable databases (for US, CASS and NCOA certification)
- Addresses deduped
- Print formats planned for conformance to postal regulations and postage optimization
- Sorting to minimize postage spend
- Opt out addresses managed
- Manual address correction for VIP lists as needed
- Exception reporting
- Global mail management

Welcome to ALOM Global Marketing Support.

Keeping Cost in Check

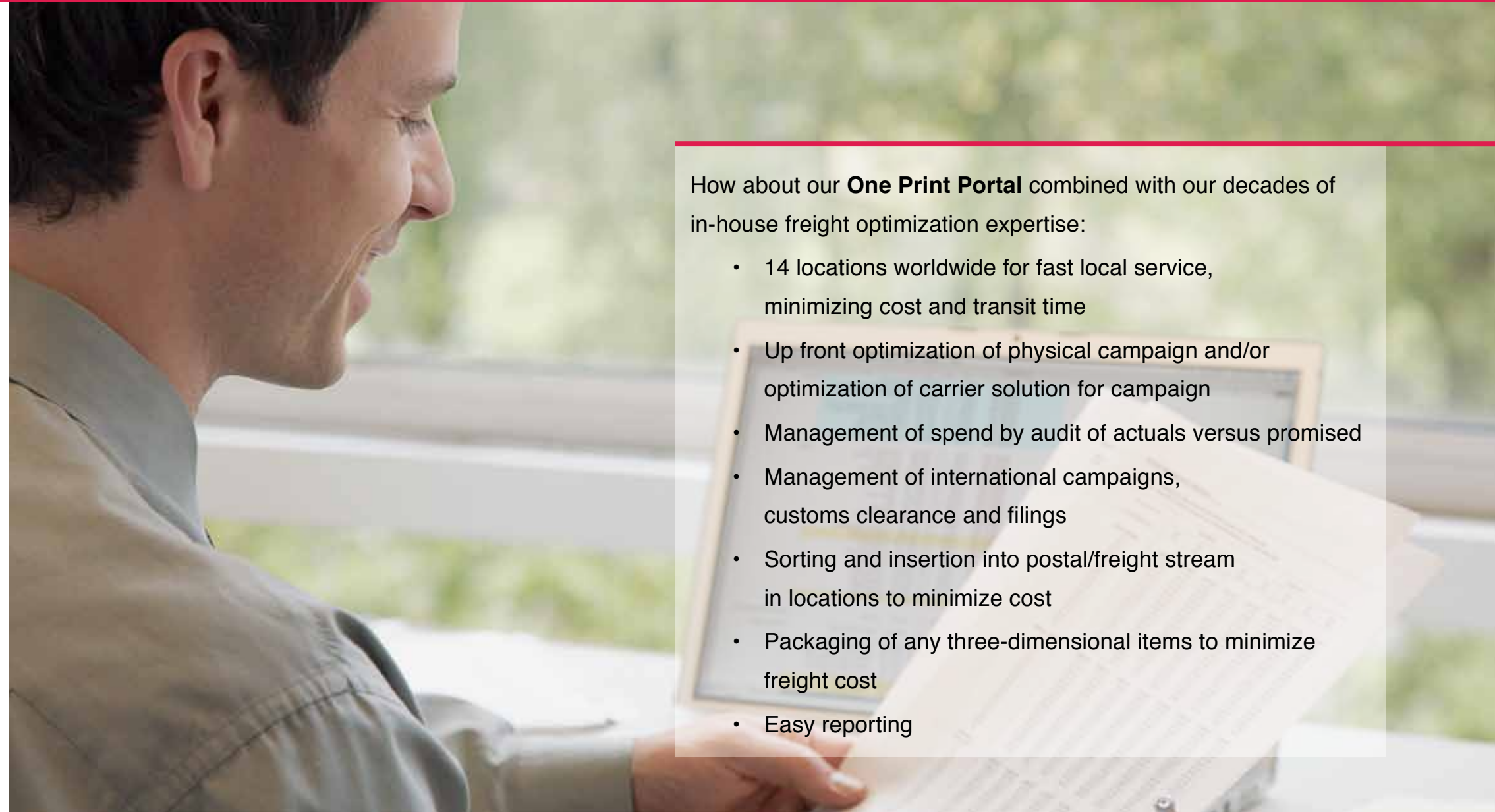
Freight Optimization

Print costs can go through the roof. But add freight and mailing costs, and the sky is literally the limit – yet not in a good way.

Hundreds of carriers claim to have cost effective solutions. But you also have to consider reliability, appearance, timeliness and many other factors.

In fact, many of those factors only appear after the campaign when you see the invoice for dimensional weight or excessive returns.

So we asked what we always ask:
How can we make it easier?



How about our **One Print Portal** combined with our decades of in-house freight optimization expertise:

- 14 locations worldwide for fast local service, minimizing cost and transit time
- Up front optimization of physical campaign and/or optimization of carrier solution for campaign
- Management of spend by audit of actuals versus promised
- Management of international campaigns, customs clearance and filings
- Sorting and insertion into postal/freight stream in locations to minimize cost
- Packaging of any three-dimensional items to minimize freight cost
- Easy reporting

Welcome to ALOM Global Marketing Support.

Managing Inventory

Keeping Track

Not everything is print-on-demand. Between demo models and chotskies, between sales awards and exhibition booths, most companies have a significant amount of three-dimensional marketing materials.

Add to that the print that is done on traditional long-run print presses, and it is easy to get into thousands of parts. Keeping track is all of a sudden not so easy. At the same time, you are under the gun to keep your fill-rate up.

So we asked what we always ask:
How can we make it easier?

How about our **One Print Portal** combined with our decades of inventory management expertise:

- Real-time inventory
- Reports include inventory usage, history, and locations
- Min/max settings prevent inventory shortages
- Inventory value reports to satisfy SOX and other requirements
- Safe inventory management with controlled cycle count program
- Incoming inspection to your specifications
- Global locations to support your distribution goals.

Welcome to ALOM Global Marketing Support.

Imagine your day:

- One portal with controls worldwide, from agency interface, through localization, to order management to financial reporting and inventory control
- One report showing that everything shipped in time
- One global account manager to remove the pain of managing orders 24/7
- One inbox that is manageable
- One happy boss
- One of YOU getting the job done



That is why you need
One Print Portal



ALOM

48105 Warm Springs Blvd., Fremont, CA 94539
800 500 9991 | www.alom.com