



# Technologies for Intelligent Marketing

---

Dennis Brooks, Jeff Quint & Greg Cerlenko || Trio Group NW

*Confidential & Proprietary, All Rights Reserved*

# Printing Technologies

Trio NAE offers two printing technologies designed to promote efficiency and maximize return on investment.

## **FusionPro**

VDP & Personalized Marketing Technologies

## **MarcomCentral**

Web-to-Print

# Personalization Technologies

## **FusionPro Desktop**

VDP design tool with desktop composition

## **FusionPro Direct**

Plug-and-play VDP composition server

## **FusionPro Server**

Open ended VDP composition server (API)

---

## **FusionPro Links**

Personal URL creation, landing page hosting, and campaign tracking system

## **Email with ExacTarget**

Create personalized email campaigns with targeted text and images

---

## **FusionPro Expression**

Personal URL creation, landing page hosting, and campaign tracking system

Print

Web

Imagery

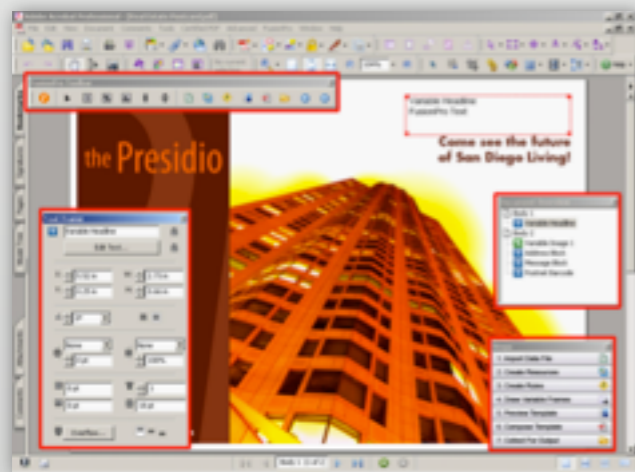
# FusionPro Desktop

## Features Include:

- Adobe PDF workflow
- Acrobat toolbar with quick access buttons
- Accepts a variety of file formats
- Libraries of layout templates
- Text on a curve and soft drop-shadow effects

### Intuitive User Interface

Toolbar, Frame / Document Overview dialogue, VDP "Steps" palette



### Robust Imposition Capabilities

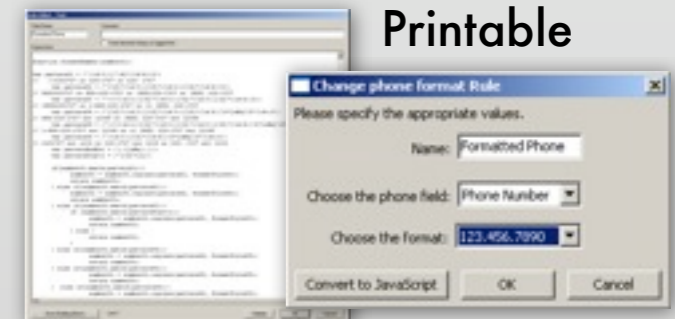
New setting, support, item rotation, Stacking and duplex flip control



### Simple Business Rules Interfaces

Legacy Systems

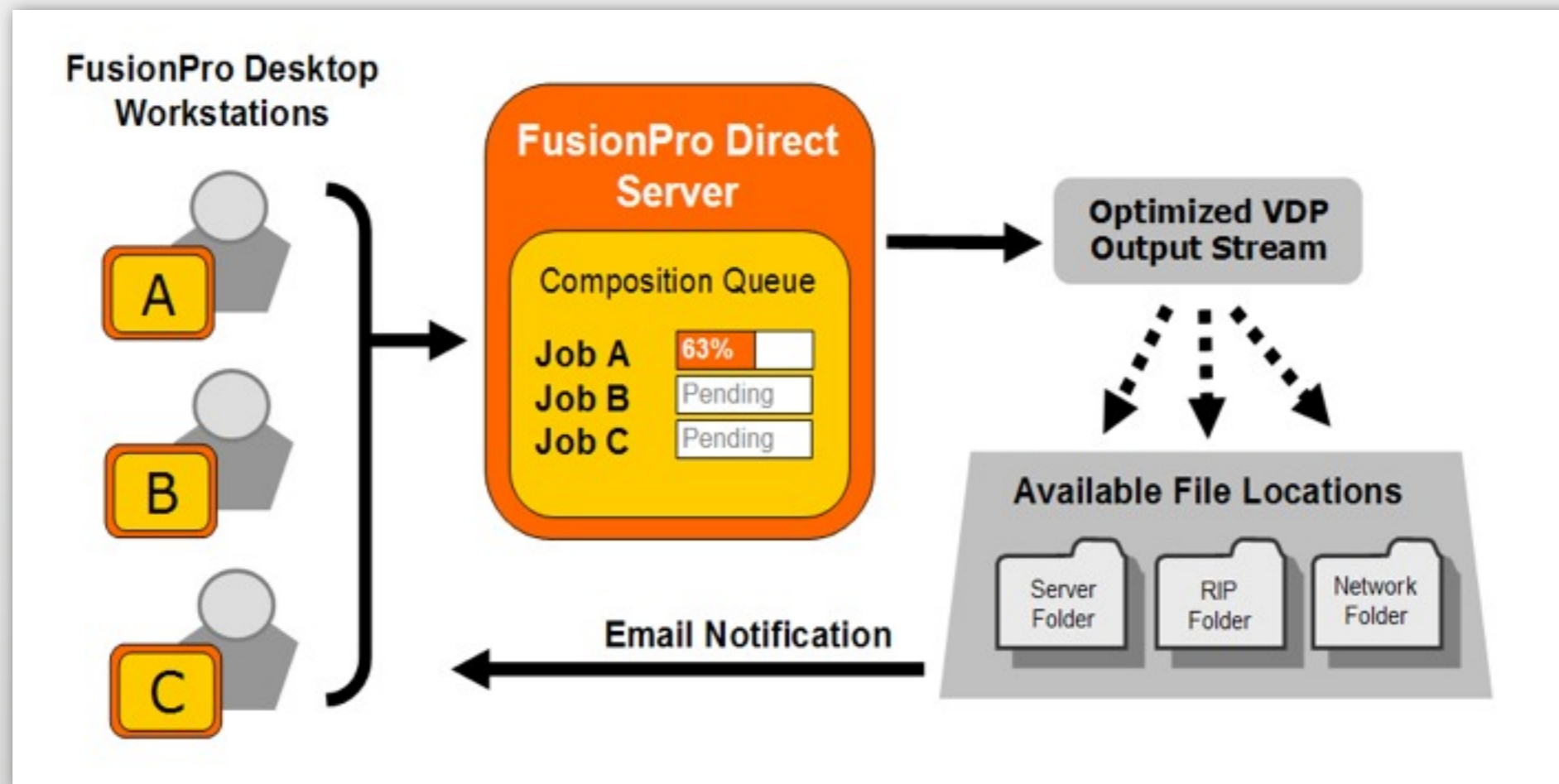
Printable



# FusionPro® Direct

## Features Include:

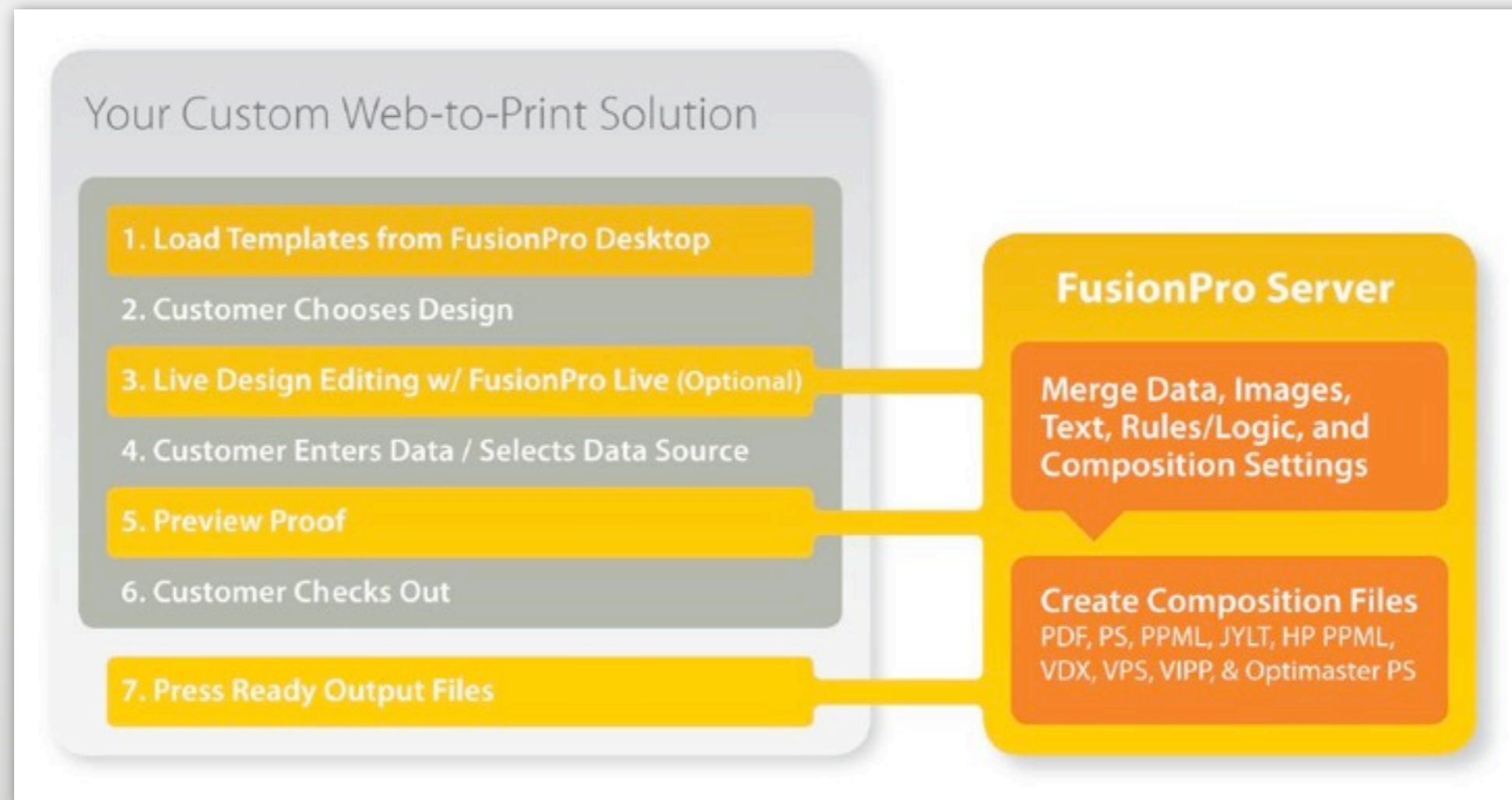
- Provide a turnkey, out-of-the-box server solution for VDP composition
- Compose large or complex VDP jobs more efficiently than FusionPro
- Simplify re-composing with new data files
- Free up system resources by offloading Desktop composition to a local server



# FusionPro® Server

## Features Include:

- Integrate FusionPro Server into your high-volume digital workflow
- Full API for automating every aspect of FusionPro template files
- Create your own web to print platform through simple HTTP commands



# FusionPro® Links

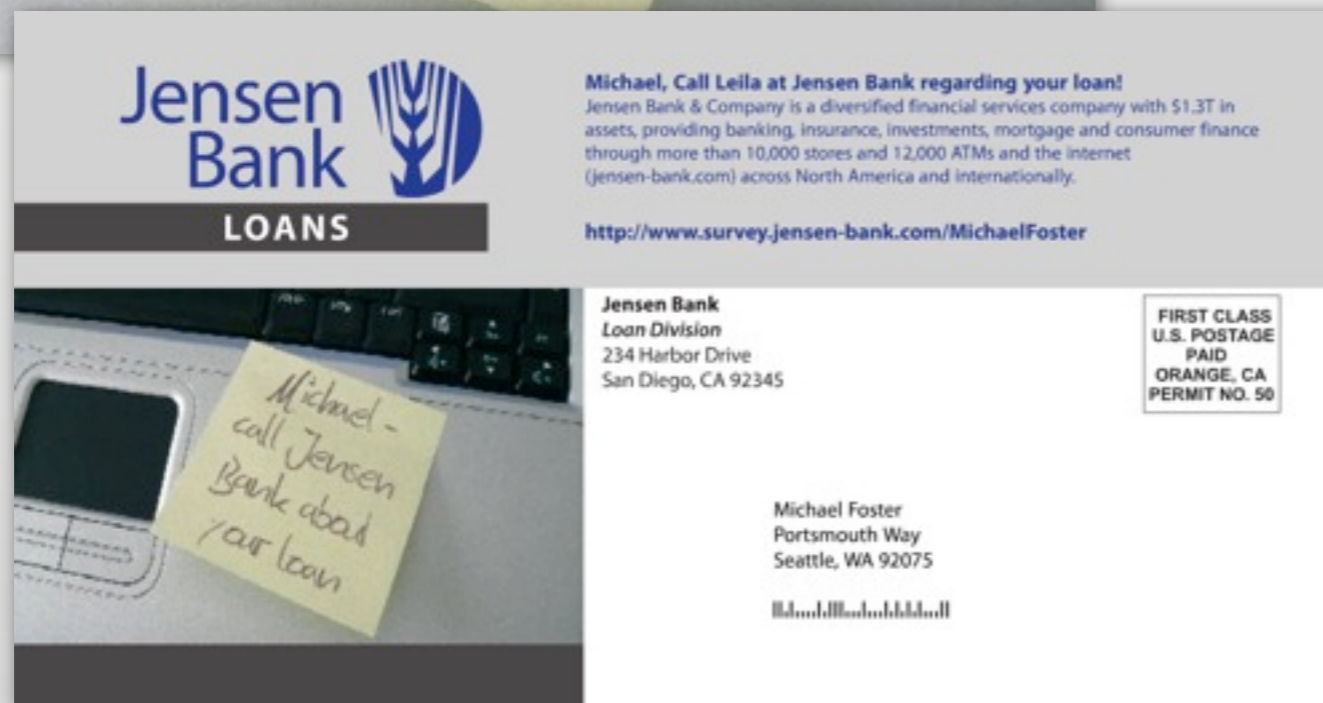
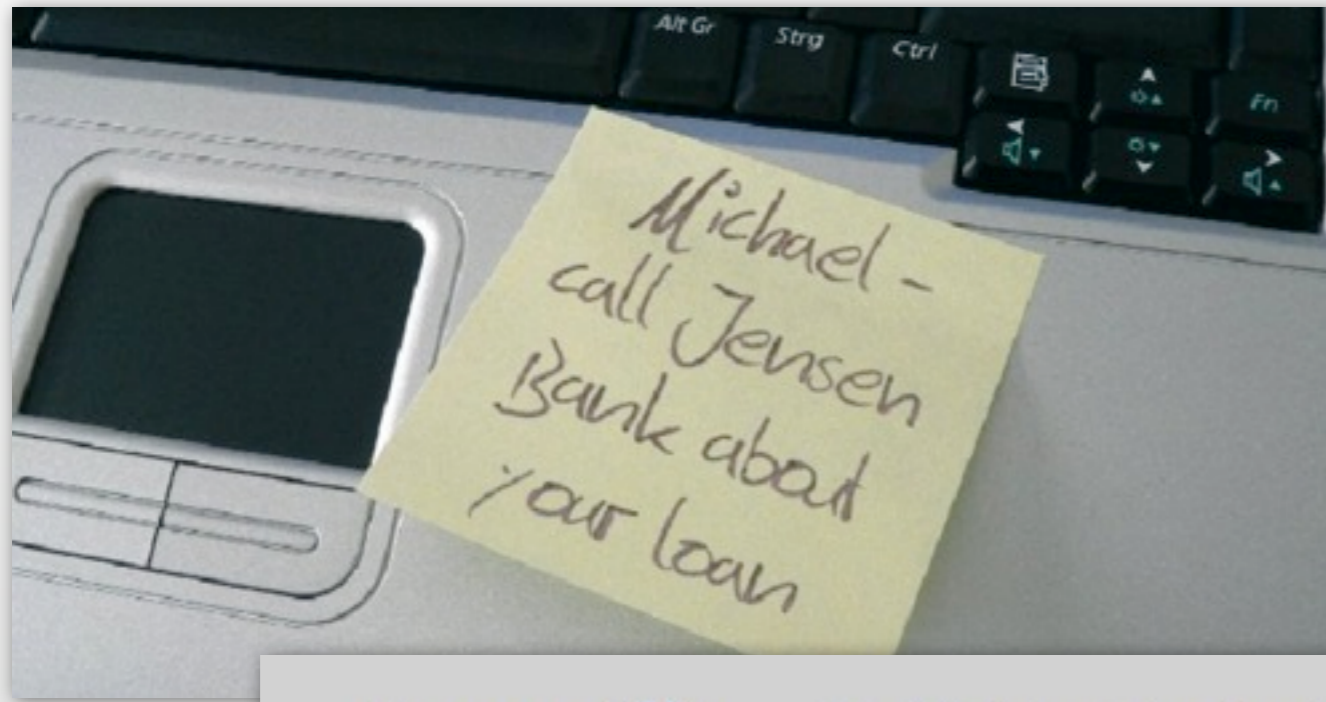
## Features Include:

- Your mailing list is used to generate Personalized URLs for each individual in your mail database
- Personalized landing pages using variable text and images provide a “call to action” geared toward each respondent’s profile
- Generate powerful reports and gain immediate insight into the effectiveness of your campaign

# FusionPro Expression



The ultimate image personalization solution suite.



FusionPro  
Expression™

# Web-to-Print Technologies

## **MarcomCentral (SaaS)**

Merges form data, database files and images online to simplify the process of creating, ordering, proofing and processing variable data print jobs.

Add-ons include:

- MIS & DFE Integration

- Email

- PDF Job Submission

- List Purchasing

- Image Personalization

## **FusionPro Server**

Open ended VDP composition server (API)

# MarcomCentral

## **Create & Manage Intelligent Online Storefronts:**

- Customizable User Interface
- User Groups & Permissions
- Templating Rules & Logic
- Profile Attributes
- Text Editor w/ Spell Check
- User Budgets
- Approval Levels
- PO / Credit Card Processing
- Single Sign-On
- Web Services / Data Feeds
- Reporting
- Ad-Hoc PDF Job Submission
- Split Shipping
- Rollover Thumbnails
- Multi-Page Preview
- Quick order
- Language localization (EFIGS+D)
- Order history

# Rules-based Versioned Templates



## Application Features:

- Variable text and images
- Live PDF preview & multi-page capabilities
- User-level control of font type, style, size, etc.
- Text flow and wrap
- If/Then rules & logic

## Customer Benefits:

- Lock down brand & content
- Save on print costs
- Leverage creative
- Quicker campaign turnaround
- Less waste



Campaign Specifics

Product Information

Promotions/Offers



Images

Pricing

Messaging

# MarcomCentral

## **Admin Workflow:**

- Templates are Built in FusionPro Desktop
- Templates are Configured & Uploaded in the Manager
- Customer Orders Templates/Products in Storefront
- Orders & Press Ready Files are sent to the Dashboard

# MarcomCentral

## Commonly Housed Items:

Product Sheets

Kits/Fulfillment

P-O-P Signage

Logos

Direct Mail

Statements

Promo Items

Videos

Newsletters

Brochures

Menus

Content

# VDP-enabled



## Online Data Merge

- Use existing file, upload new file, or purchase
- Map data fields
- Select records to proof
- View multi-record 1:1 PDF preview
- Receive 9 output file formats

# MarcomCentral



## Incorporating Data

- Treating customers differently, targeting their needs
- Use customer information (gender, age, purchasing history, affiliations) in the design and creation of sales and marketing collateral
- Can be comprised of either variable text, variable imagery or both
- Design with data as primary component using rules (if: then)

# MarcomCentral



## Email Campaigns

- Use existing file or upload new file
- Map data fields
- Version Email Content, if desired
- Email Test Proof
- Select Send Options
- Accept "Opt-In" Language

# Business Connectivity

Trio NAE's architecture allows for a high degree of interaction and integration with external systems, allowing users to form a unified end-to-end workflow to support cost efficient and informed executive decision making.



# Support & Security

We take pride in our customer-centered business as well as our commitment to each clients' data security.

- Failover and Redundancy
- Security 24/7
- Back-up procedures
- Scheduled Maintenance
- Scheduled upgrades and updates
- Notification of new Releases
- Client Project Manager
- Desktop template support



**Thank you for your  
consideration**

Please contact us for more information by calling (206) 728-8181.