

Protect Your Brand & Distribute Content Effectively with MarcomCentral®

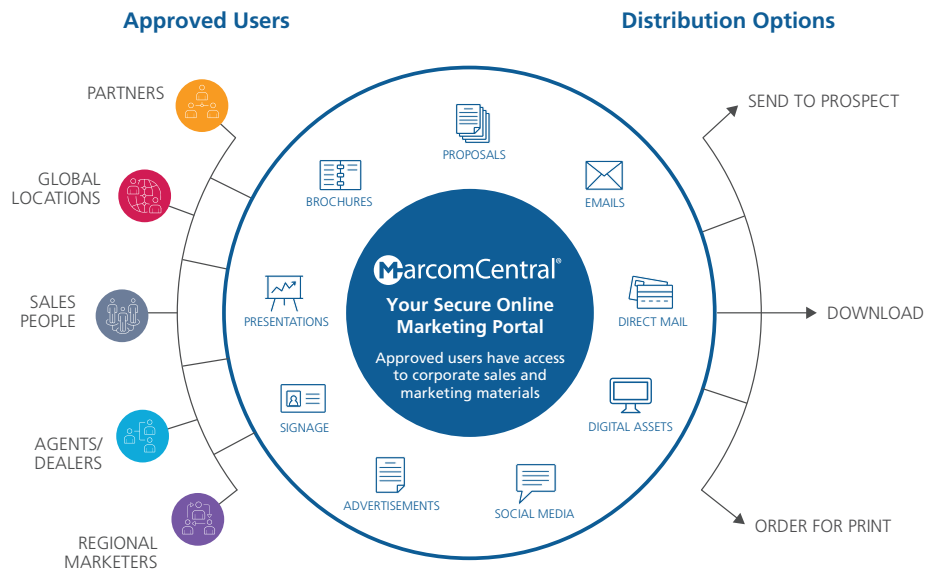
Give everyone in your organization real-time, anywhere access to customizable, on-brand sales and marketing materials.

MarcomCentral is an online, on-demand Marketing Asset Management platform that offers a robust and comprehensive Software-as-a-Service (SaaS) portal which can be managed by an enterprise marketing group, and serves as a central point for compliant marketing communications.

Ricoh's cloud-based Marketing Asset Management system ensures all marketing communications feature the latest information, and are 100% compliant with your organization's marcom standards.

Channels, franchises, branches and field teams can easily access corporate sales and marketing materials they can customize, localize or personalize to engage their audience at any stage of a campaign or sales cycle, while still retaining brand compliance.

Assets found within a marketing portal can include everything from Human Resources paperwork, brand guidelines and expense worksheets, to competitive analysis, collaboration tools, advertisements and sales sheets. Many of these resources can be customized based on content rules and logic established by your marketing team.



Safeguard Your Brand Everywhere

Enforce brand standards, and even regulatory and legal compliance, while still allowing users in the field to customize content to their specific need.

Build Sales Enablement

Authorized personnel such as sales reps, field marketers, agents, brokers, franchisees or distributors have access to a one-stop marketing shop that ensures they get exactly what they need, when they need it.

Improve Customer Engagement

Increase response rates by personalizing marketing campaigns across channels. MarcomCentral allows users to create personalized collateral, direct mail, emails and presentations using rule-based logic to deliver unique content to each recipient.

Reduce Costs and Enhance Relevance

On-demand delivery of customized marketing content ensures the accuracy of information and relevance of content, while simultaneously eliminating obsolete materials.

Unlock the Value of your CRM

MarcomCentral is fully integrated with Salesforce.com to dynamically merge customer data with marketing templates for true 1-to-1 marketing personalization across email and print channels. Integrations into other CRM applications can be developed using APIs.

Reduce One-Off Requests

Eliminate time-consuming versioning tasks so creative teams can focus on creating new marketing materials to communicate the value of your product or service.

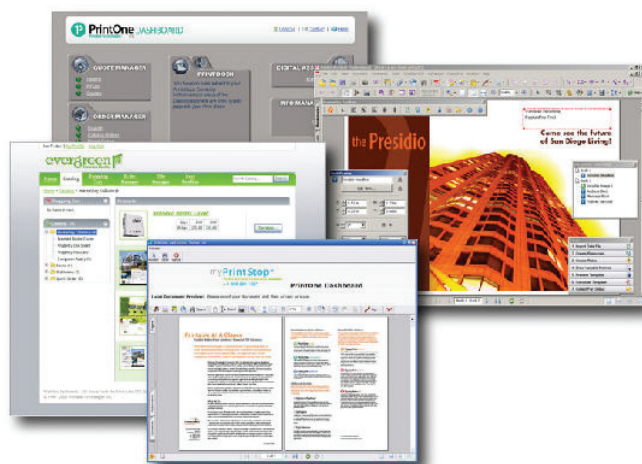
| MarcomCentral Features | | |
|--|-------------------|---|
| Delivery Type | Served Online | Software as a Service (SaaS) requires no servers, no software to download and no internal IT resources. |
| Price Structure | Set-up + Annual | Measurable, predictable, value-based pricing. |
| Training | 4 Days/LMS | Conducted at San Diego training facility, your location, or online learning management system. |
| Customizable Site Appearance | Branded Portal | Match brand identity with color schemes, logos and graphics so user experience remains fluid with your corporate look and feel. |
| Approval Workflows | Yes | Custom approval workflows can be applied globally across all assets in the portal or individually to specific users or products. |
| User Permissions | Yes | Control marketing across the organization with the ability to enable or disable levels of user access, ensuring only relevant content, and/or materials is featured. |
| Dynamic Marketing Templates | Yes | Build a range of document types that allow users to customize content or imagery while maintaining corporate brand and/or regulatory guidelines. |
| Template Design Plug-ins | InDesign, Acrobat | Create corporate sales and marketing materials in Adobe InDesign or any application with conversion to PDF and upload with ease into the portal. |
| Personalization via database | Yes | Create engaging, personalized communications with templates that support custom content fields, localized content or imagery, or access to Salesforce.com CRM data. |
| Autofill | Yes | Complete dynamic forms quickly and easily using previously saved entries. |
| Dynamic/Intelligent Form Entry | Yes | Conditional logic removes the need for multiple products/templates. |
| Universal Updates | Yes | Ability to universally update outdated content or imagery including logos, disclaimers, trademarks and more across all corporate assets housed in the portal. |
| Output Formats | Multiple | Quickly resize assets without compromising layout and easily format files (JPEG, GIF, TIF, PNG, PDF, HTML) to fit any specification. |
| Distribution Paths | Multiple | Digital download, email, print or social post. |
| Role/User Permission Controls | Yes, Complex | Supports nearly any organizational or role structure desired. User profile information can prefill templates. |
| User Budget Controls | Yes | System can be set up to control spending per person, department or business group. |
| Security | Yes | HTTPS protocol and 128-bit SSL encryption, CyberSource for credit cards; all servers and databases are behind a firewall; quarterly certification by SecurityMetrics®. |
| E-Commerce & Shipping Solutions | Yes | Options for purchase order, user budgets or credit card payment. Integrations for USPS, DHL, FedEx and UPS. |
| Business Intelligence & Analytics | Yes | Granular reporting on Google Analytics and portal metrics like user activity, performance of marketing assets and most effective customized content. |
| International Business Support | Yes | Supports over 80 global currencies and over 30 global languages. |
| Sales & Marketing Integrations | Optional Add-on | Salesforce.com, Salesforce Marketing Cloud, Oracle Eloqua, Marketo, IBM Watson, Silverpop, Birst, Lumentus Social and Fishbowl. Integrations to your other business platforms can be developed using APIs and Web Services. |
| Enterprise Resource Planning Integrations | Optional Add-on | SAP, SciQuest, Oracle Peoplesoft, Coupa, Ariba and Ketera. Integrations to your other business platforms can be developed using APIs and Web Services. |
| Custom Features | Services Add-on | Our professional services team can review and quote requests for specific functionality to meet the precise needs of your organization. |

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

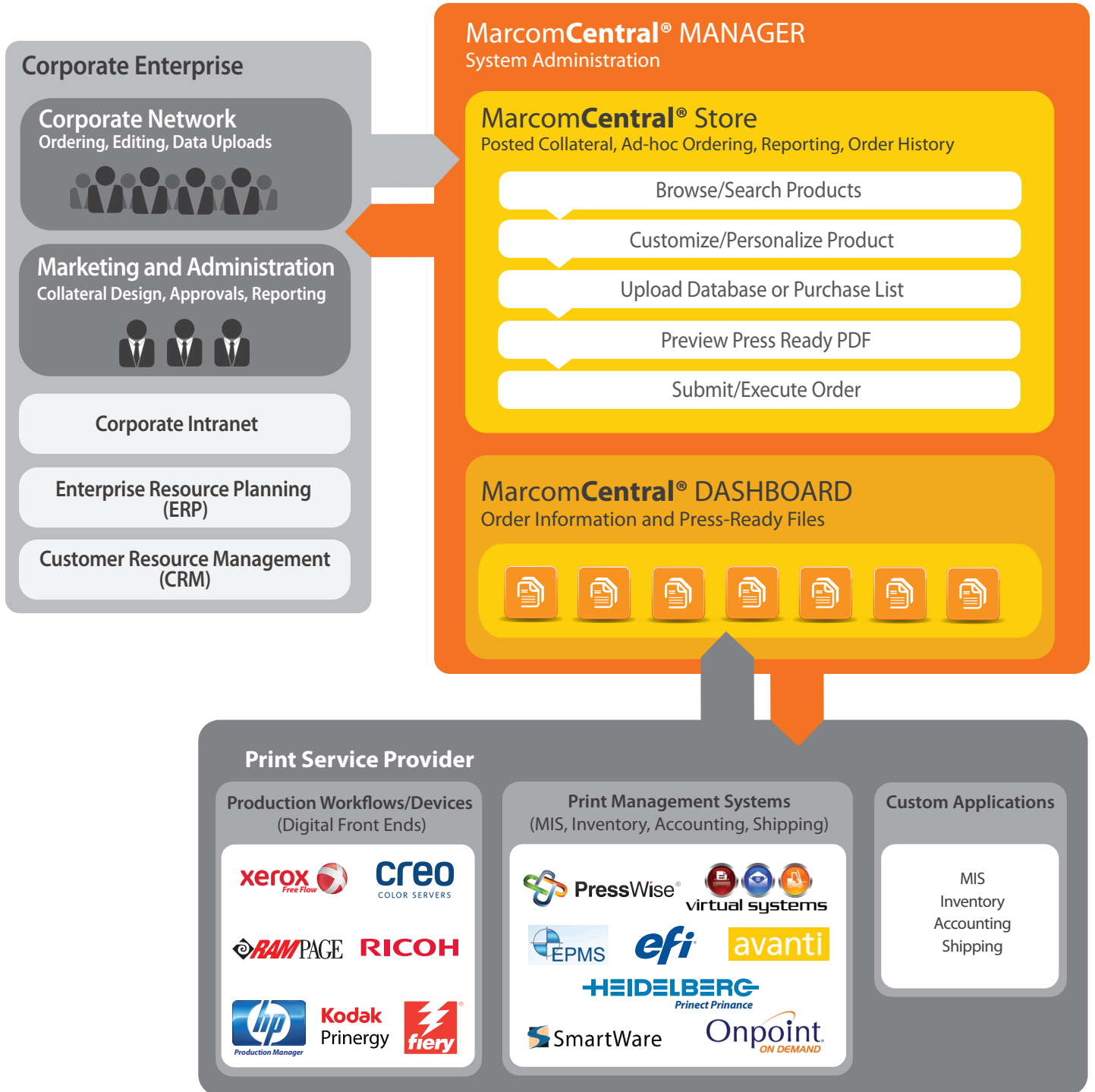
Share the benefits of a software application that seamlessly connects end-users with all of the automated systems they need, including ERP, accounting tools, intranets, digital production workflows and print MIS systems.

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.

Powerful

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.

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| 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, Microsoft Dynamics GP, SmartLinc, Kodak Prinergy, Creo Color Server, EFI Fiery, Xerox Free Flow, HP Production Manager, FedEx, UPS, Epicor, SAP, Oracle/PeopleSoft, Ariba, Katera, Salesforce, Microsoft SharePoint 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. |