

ESIGN

With MarketingManager, you can simplify and speed up the management, control and distribution of all relevant product information. It is irrelevant whether it is photos, videos, layout templates, technical specifications or other files or on which servers the data are physically stored. MarketingManager allows centralized, company-wide access to all product information in order to provide all marketing channels efficiently with the relevant data.

MarketingManager

Industry-specific PIM system for your multi-channel marketing

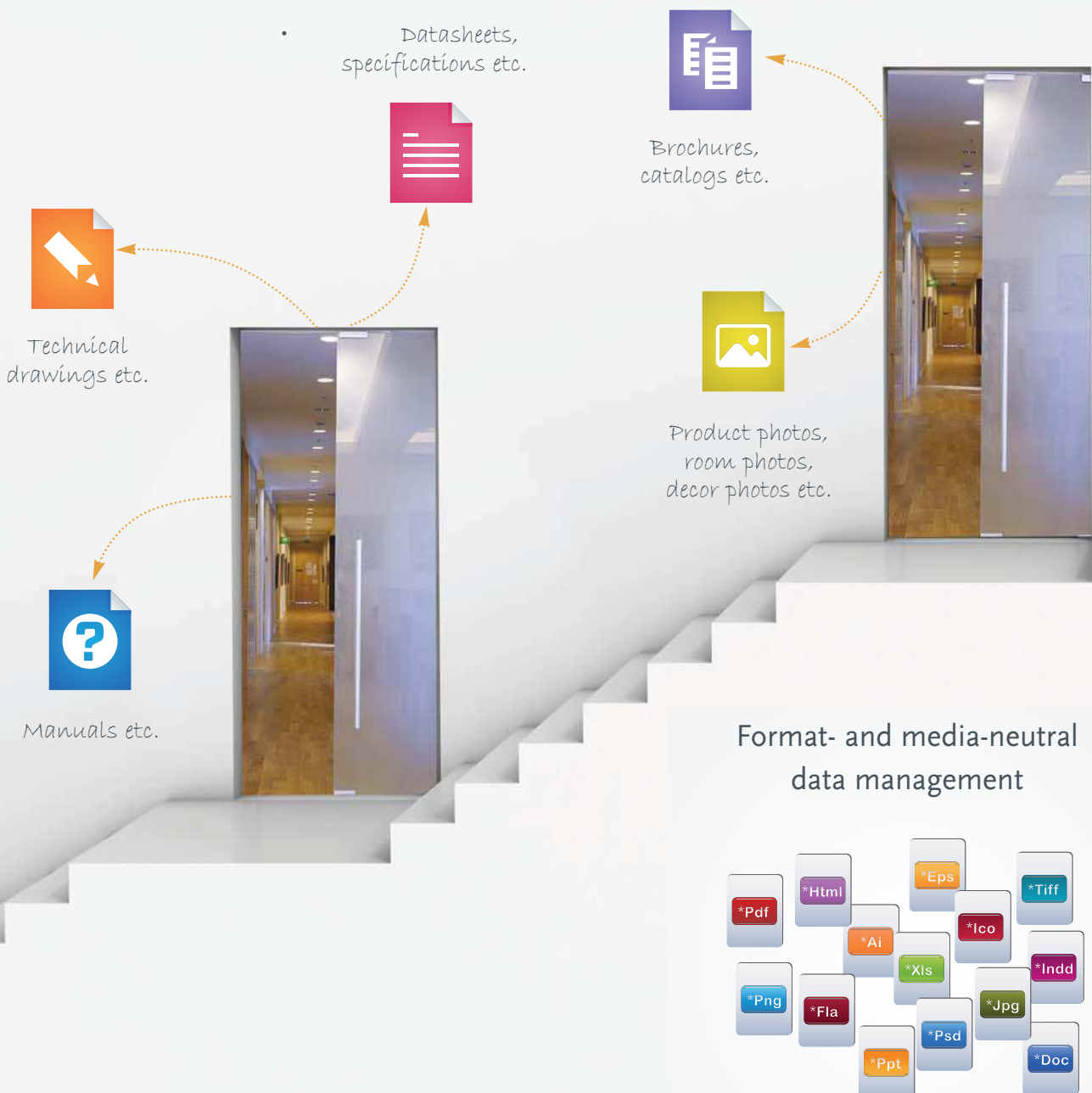


Organize, intelligently link and flexibly distribute product information

Centralized data basis for your multi-channel marketing

Being responsible for the successful marketing of your products, you know what requirements your product and media information needs to meet for efficient use in the different marketing channels. Each time-consuming data search, each double or delegated processing lengthens your “time to market” and increases your costs. Often, it is just an insufficient overview of all available product information that prevents the appropriate data from being used.

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MarketingManager is a product information management system (PIM), which was developed based on our 10 years of experience with more than 60 manufacturers from the flooring/interior furnishings industry. Intelligent templates represent industry-specific requirements and simplify the introduction of the software, thereby decreasing the required time and costs.



Efficient data workflow for all marketing- and product-relevant data

Company-wide access to the centralized data basis

Task-related and flexible data distribution

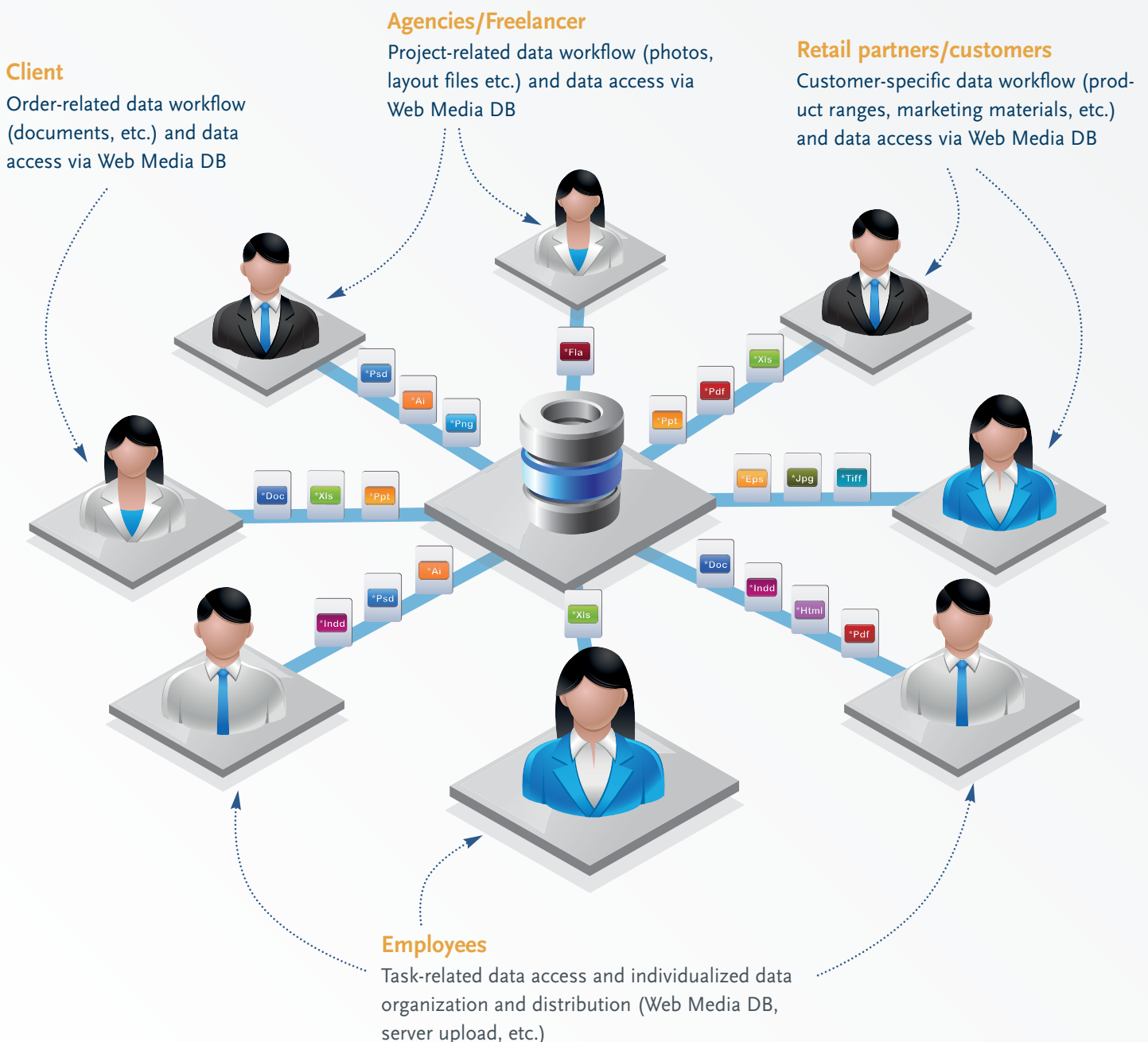
Use the centralized data basis for the internal and external data workflow

Organizing and distributing product information

MarketingManager allows the item-related, intelligent linking of all data and product information, thereby simplifying data management and distribution. You generate relation lists between items (collections, etc.) and the relevant product information such as product images, videos, brochures, price lists, presentations and many more. At the push of a button, MarketingManager produces item- and subject-related data views that accelerate access to all required data.

The data will be available to all those who need them for their daily work: employees, customers, external partners or clients. Via user privileges, you determine individually for each user who will be authorized to access which data.

All data can be searched based on content (item properties, customers, etc.), file information (date, format, etc.) and many other criteria. The search results always show the current and relevant data and optimize the data workflow within the company.



Issue image files for print and online use on the fly

Integrated image processing and production

MarketingManager offers simple and direct image processing without having to use specialized software (e.g. Photoshop). At the push of a button, each image file can be converted into another file format, into various image resolutions and into the desired color mode.

MarketingManager automatically inserts copyright references as a watermark into the image files as needed. This way, application-oriented image

versions for print and online use are created in the shortest time and with minimal effort.

In addition, MarketingManager facilitates automatic generation of item- and image-related barcodes that can be issued as an image file and imported into the desired target file. Barcode content can be determined flexibly from the existing item and image properties.



Integrate external partners into the data workflow across sites

Manage and control Web-based data distribution

In **MarketingManager**, the product information is organized and distributed via the centralized data basis, regardless of on what servers and in which file folders the data are stored. All file folders are permanently monitored, and modified as well as newly created data are logged and shown to the users directly.

For data distribution to external users, MarketingManager provides a web-based client (Web Media DB). The **Web Media DB** allows a flexible organiza-

tion of data and data links according to the users' tasks and status. You can define exact access privileges for each customer and each agency (content, file sizes, file formats, etc.). According to the definitions, all current and relevant data will be available to the external users in clear-cut form. Search and filter functions simplify the quick retrieval of the required data. Usage statistics help with the formal and content analysis regarding data use.

Features of the Web Media DB

- ▶ Automatic synchronization between MarketingManager and Web Media DB
- ▶ Marketing-specific views (overviews, detail views, etc.) with filter options
- ▶ Detail views with download options
- ▶ Display of the linked data (brochures, documents, media information, etc.)
- ▶ Usage statistics for analyzing the data used

Multilingual clients



Example: Publishing via Web Media DB

Task- and customer-related provision of product information and automatic synchronization

Use connectors to Web apps and desktop software

Integrate the centralized data basis into work processes

MarketingManager has connectors to Web apps and desktop software that speed up the data workflow and optimize work processes during the production of marketing-relevant content. For example, via the connectors to web-based content management systems (Typo 3, Drupal, etc.) you can automate the generation and maintenance of your website content.

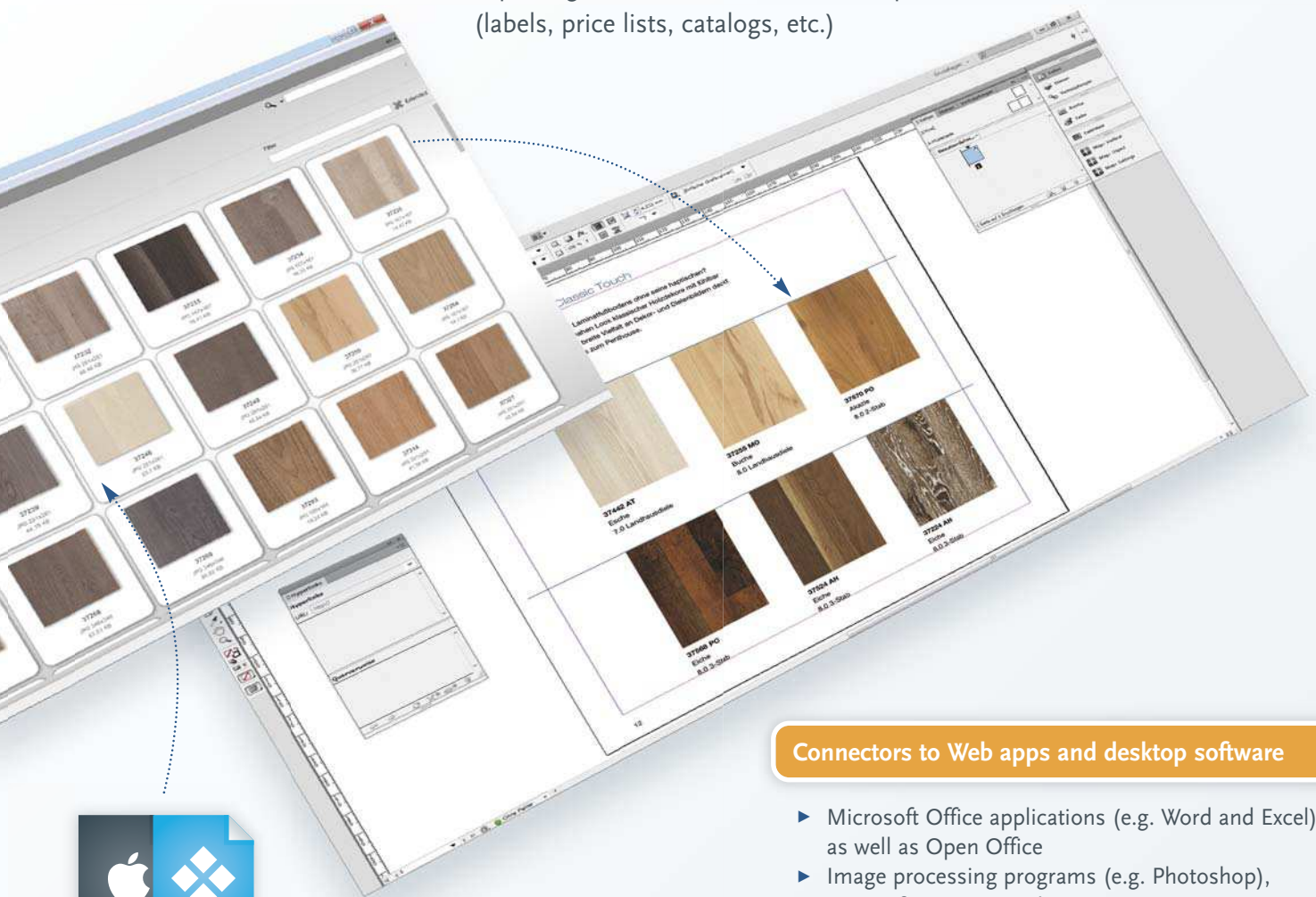
Connectors to Office or DTP software will help you create dynamic publications such as price lists, labels, datasheets or catalogs, among others.

MarketingManager simplifies the processing of all relevant product information (item data, image and media information, barcodes, etc.) and generates the required data sets that are read during document production.

Creating multilingual text components such as legal disclaimers or recurrent phrases speeds up production of your marketing materials and ensures the effective and consistent use of important content.

Example: Dynamic publishing in Indesign

Exporting data sets for document templates (labels, price lists, catalogs, etc.)



Connectors to Web apps and desktop software

- ▶ Microsoft Office applications (e.g. Word and Excel) as well as Open Office
- ▶ Image processing programs (e.g. Photoshop), DTP software (e.g. Indesign)
- ▶ Web-based content management systems (e.g. Typo3, Drupal)
- ▶ ESIGN Web applications
- ▶ Web-based image databases

Native MarketingManager clients for Windows and Mac.
Web-based client for other operating systems.

Organizing product information for all marketing channels

Generate individual views for the data workflow

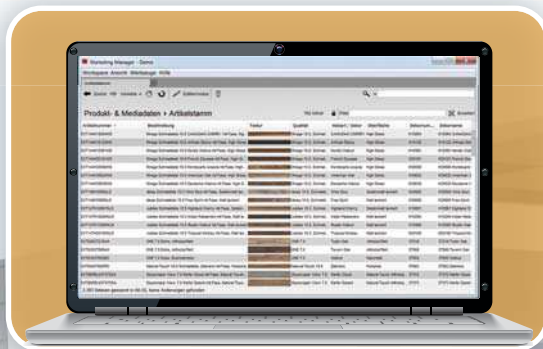
For data organization, **MarketingManager** offers a specially developed and visually designable user interface. This interface allows users to generate item- and subject-related data folders as a display window and to place it on the user interface. Important data queries that are needed for daily work processes can then be represented as data views at the push of a button. Industry-specific templates in display windows and linking options simplify data organization and distribution.

Thanks to the flexible user interface, MarketingManager can be quickly adjusted to customer needs. The native MarketingManager clients are available for Windows and OS X platforms. The Web-based client is available for other operating systems.

The simple integration of MarketingManager into the existing infrastructure and into the tried and tested workflow increases acceptance by the employees and accelerates work processes in company-wide data communications in the long term.

Example: List view of item master data

Call up all related product information of an item from the item master data



Example: Create a display window

Organize data views and adjust to the data workflow

Generate item- and subject-related data views

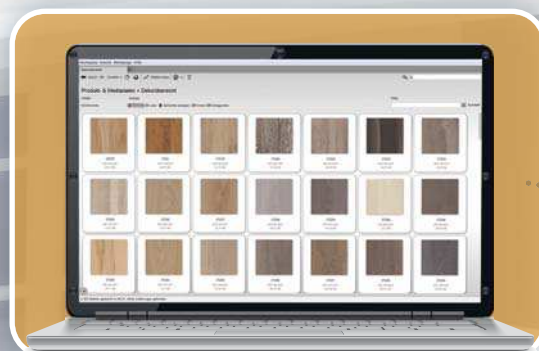
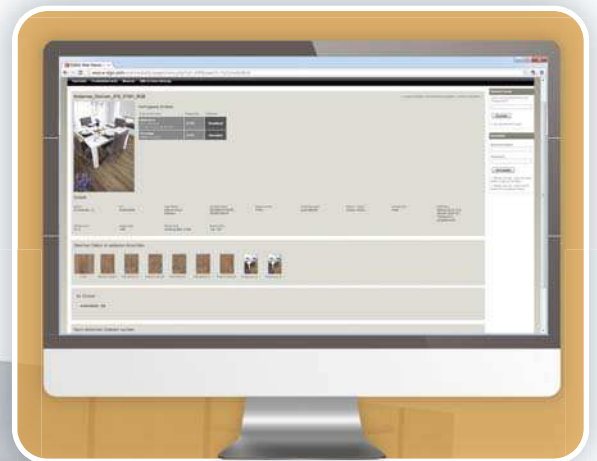
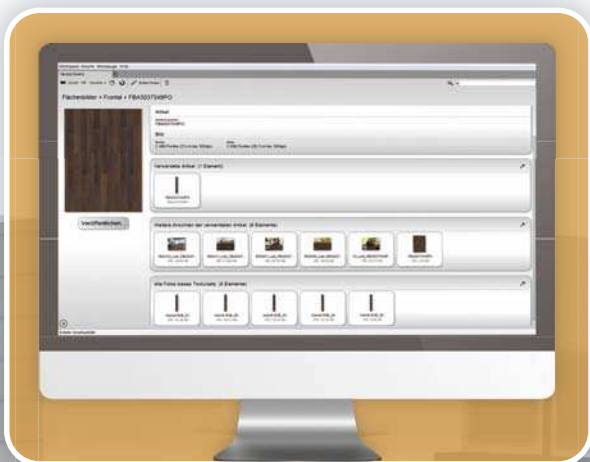
- ▶ Individually adjust the structure of the user interface to the data workflow
- ▶ Organize data in item- and subject-related display windows
- ▶ Set-up of workflow-specific folder structures without double data storage
- ▶ Automatic synchronization of folder structures monitored in network-wide fashion
- ▶ User account management with definition of access privileges
- ▶ Efficient management of large data quantities of image and media files
- ▶ Representation of 1:n relationships (e.g. decor and item)
- ▶ Derivable item information from room photos, decor views, etc.

Example: Detail view of a surface photo

Item-related relation list to relevant product information (item, texture set, views, etc.)

Example: Detail view of WebMedia DB

Providing an item-related ambiance image for downloading for external partners



Example: Symbol view of decors

Current decor view with a direct link to detail views and linked data



Efficient multiple use of all digital data

MarketingManager facilitates the efficient multiple use of all of your digital data for all relevant marketing channels. From one central data basis, you can supply your classic and digital marketing and sales activities with the matching product information quickly, variably and as needed. As a result, MarketingManager offers considerable time and cost savings in the company-wide data workflow.



Classical Marketing

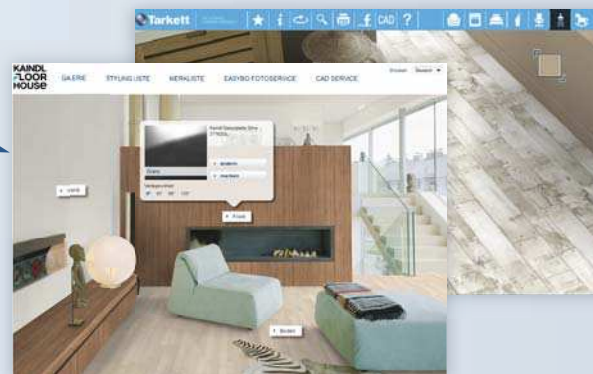
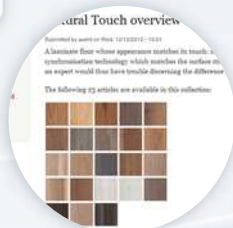
- ▶ Simple integration into the existing IT infrastructure
- ▶ Multiple data usage from a centralized data basis
- ▶ Time/cost savings in the company-wide data workflow
- ▶ Templates for 80% coverage of the industry-specific data workflow

Image materials for presentations, animations, slideshows, digital signage, POS, etc.

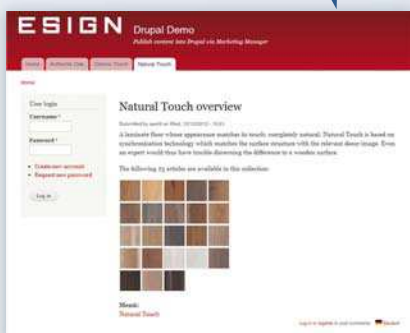


Product information for mobile applications

ESIGN Web Applications
(Web Floor Studio, Web Interior Studio)



Distributing and publishing in
Web Media DB, content management
systems (CMS), webshops, etc.



Benefits for your data workflow

MarketingManager...

- ... offers considerable time/cost savings in the company-wide data workflow between employees, departments and sites.
- ... speeds up the workflow for generating and updating marketing- and sales-relevant materials.
- ... facilitates multiple usage of the centralized data basis for different marketing channels (print/Web/mobile, etc.).
- ... simplifies and speeds up the data workflow between your company and customers, external partners, etc.
- ... reduces costs and time spent during the provision of product information for all multi-channel marketing activities.

Benefits during software introduction

MarketingManager...

- ... is an open PIM system that does not transfer existing large data inventories into a closed system.
- ... maintains tried and tested work processes, thereby increasing acceptance by the employees.
- ... implements the processes to be optimized step by step.
- ... uses intelligent templates, which – according to experience – cover about 80% of industry-specific requirements.
- ... represents special needs of the flooring industry: > Customer-specific product ranges, > 1:n relationships of decor and multiple items, > Links such as decor – printing cylinder or room photos – installed items/decors/wood type.
- ... keeps the required time and costs for software introduction low.



Efficient multiple usage of your data

MarketingManager

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We welcome your interest in our MarketingManager solution.
We would be happy to advise you in detail on your individual options.

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