

U.Connect

Your Brand Command Center for the Flawless Execution of Marketing Activities at Scale.



OneTouchPoint's U.Connect platform helps companies take control of their brand, budgets, and future, serving as a central command center for flawless marketing execution and supply chain management. U.Connect enables end-to-end management of local, national, and global marketing campaigns and programs from creation to distribution—offering digital asset management, governed localization and customization, Web2Print on-demand ordering and fulfillment, budgetary and financial controls, and in depth analytics.

U.Connect is the one touch platform



Brand Control

Manage approved assets across the organization & locations

Secure Data

Control user access at an individual, team, or location level

Local Marketing

Localize, customize, approve and order on-brand materials

Track & Analyze

Track campaigns, manage internal budgets and monitor usage

Fulfill & Ship

Prepare, fulfill and distribute orders to anywhere

On-Demand Production

Deliver assets on-demand by print, download or email



Control Customer Engagements

OneTouchPoint's U.Connect platform brings together intuitive technologies and ready-made solutions to help you govern all your communications and marketing programs through one central command center.

-  Launch global and local marketing campaigns on-demand
-  Full control over design quality, production quantities, distribution, and budget
-  Keep all your product and marketing initiatives connected—ensuring brand consistency through a library of personalized approved digital assets
-  Access high-quality materials with on-demand ordering from a single supplier
-  Insight into stock, ordering, and production costs across local and national teams, dealer networks, distributors and franchises

Achieve Brand Excellence

In a technology-driven marketing landscape, customers expect personalized content and flawless brand experiences. Leverage the U.Connect platform and marketing execution services to ensure brand consistency and quality at every customer touchpoint.



Enable teams to personalize campaigns, marketing and product materials while maintaining brand guidelines



Upload approved marketing assets with seamless, controlled accessibility for use throughout your organization

Boost Productivity

Boost productivity by centralizing your assets and content, meaning fewer requests into your marketing team.

Reduce Costs

Expanded self-service, print-on-demand capability and streamlined management typically reduce overall spend by 15-20%.

Cut Waste

Print-on-demand orders managed thru U.Connect reduce inventory, decrease warehousing costs and virtually eliminate scrap.

Data Driven

U.Connect offers a platform to analyze ordering patterns, revision cycles and spending at the local and national level for better decision making.

Spend Less

Buying from a single source lowers pricing and boosts cycle times, compared with using multiple vendors.

Save Time

Take the pain out of ordering and fulfilling marketing materials from different vendors through our national on-demand ordering system.

Arm Your Teams for Success

From logos to fonts, to photos, brochures, user manuals, presentations and templated marketing collateral, U.Connect allows you to create pre-approved libraries of content that can be customized, produced, and shipped on-demand with user-level access controls—all supported with a suite of business intelligence and reporting capabilities.

- ✓ Employees, dealers, distributors, sales reps, and more can create and order customized print and digital communications just-in-time, leveraging Personalized Print-On-Demand (PPOD)
- ✓ Pay for items directly with chargeback numbers, marketing development funds (MDF), or through invoicing.
- ✓ Monitor asset usage and what users are/are not using to influence future collateral decisions
- ✓ Manage and track orders, digital assets, and inventory levels in real time
- ✓ Get a consolidated view into your business and analyze the results of your marketing and sales efforts with easy-to-use, 24/7 access to your metrics

Capture Economies of Scale

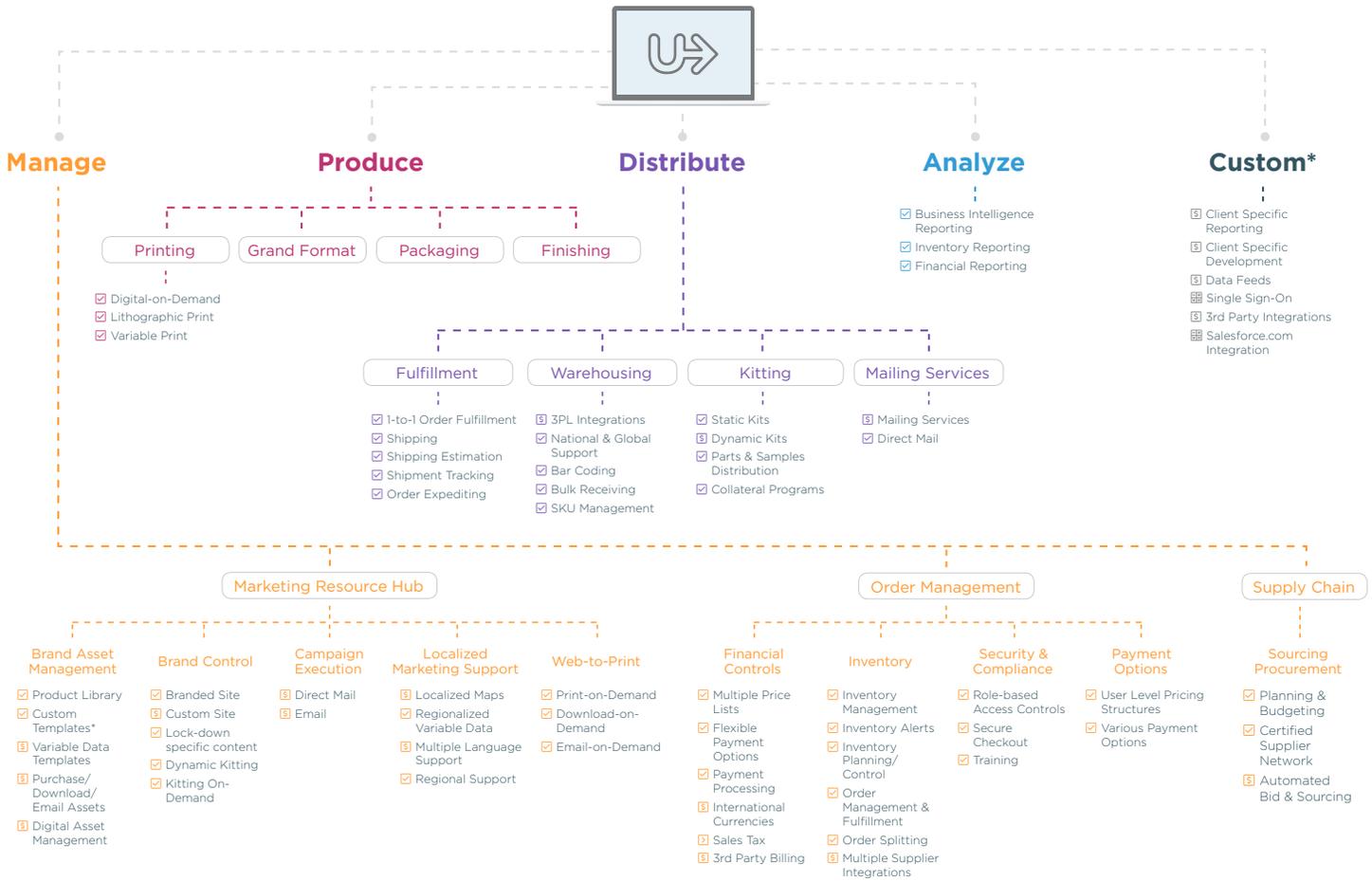
Partner with a leading provider to rapidly create, package, and distribute print and digital communications, as well as product samples on-demand—reducing costs while gaining efficiencies across the marketing supply chain.

- Single source provider for beautifully-crafted marketing communications, tactical product manuals, in-store signage, and more
- Produce on-demand with purpose-built technologies and managed services for the supply chain
- Speed time-to-market and revenue for customers around the globe ensuring the consistency of each and every customer engagement, while simultaneously delivering operational efficiencies and cost savings
- Take the pain out of launching local and global marketing campaigns with just-in-time fulfillment from an on-demand ordering system and national distribution network
- Reduce your invoices through vendor consolidation
- Manage your printing and freight/shipping costs more effectively through inventory management and efficient distributions with our national networks of climate-controlled warehousing and fulfillment services

In a single year, a client experienced a **\$120,000 savings** in freight costs alone.

U.Connect

Key: Out of the Box Paid Upgrade Future State Quote



*Requested custom features require IT review and custom quotes

*Custom Templates - Must be completed during implementation. The basic package is allotted a specific amount of hours towards their custom templates. Any customization that exceeds that will be billed at current IT rates.

OneTouchPoint provides managed services and technology-enabled execution support that help companies amplify their customer engagements with beautifully-crafted marketing assets and communications produced and distributed at scale. OneTouchPoint's capabilities span state-of-the-art printing, localized marketing execution, fulfillment, and related services, all managed easily through the U.Connect platform and delivered rapidly from facilities nationwide. More than 3,000 customers, including Fortune 500 companies in the manufacturing, retail, franchise, healthcare, and financial services industries, trust OneTouchPoint to increase the return on their marketing investment, one touchpoint at a time.

Learn more at: www.1touchpoint.com or email info@1touchpoint.com

