RICOH
imagine. change.

MarcomCentral®

Intelligent Marketing solution
to Streamline Corporate
Communications

Giving your business a clear advantage

TotalFlow.

Productivity. Performance. Opportunity

Ricoh TotalFlow brings together an ever-expanding, innovative portfolio of comprehensive software and professional solutions.

By optimising productivity and performance, it enables you to reduce costs, save time and promote added value to broaden your business capabilities, presenting new opportunities. If you want your business to deliver more, the advantages are clear.

MarcomCentral® is part of our TotalFlow portfolio. This software-as-a-service (SaaS) offering comes under Ricoh's Intelligent Marketing solutions and is powered by our close alliance with PTI Technologies. It provides Web-to-Print and Cross-Media capabilities for organisations to help open up new opportunities that drive revenue and growth.

Provide on demand customisable marketing materials

CONTROL YOUR MARKETING ASSETS AND BRANDING

We know that you're under pressure to do more with less. Spending has to be reduced; at the same time your marketing processes and brand management need to be improved. So how do you streamline your corporate communications across print and digital media and also run successful Cross-Media campaigns at a lower cost? At Ricoh we have the solution.

With MarcomCentral you can manage a wide range of corporate assets via an online marketing asset resource. This allows you to offer access to these assests and pre-defined campaign elements so that internal stakeholders can order, personalise and download what they require depending on their assigned priviledges. Print can be routed to the internal CRD or to an external supplier, depending on your capabilities and fufilment requirements.

MARCOMCENTRAL HELPS YOU:

- **Control the approval and release of centrally issued assets**
- **Facilitate on-brand local creativity and compliance**
- **Implement more effective campaigns**
- **Streamline print processes**
- **Improve efficiencies, cut costs, increase revenue**

SOLVE THE HEADACHES. INCREASE PROFITABILITY

Through MarcomCentral, you can solve the problems your organisation faces such as the control of localised marketing and asset distribution as well as streamlining the whole process and reducing the overall time it takes to get campaigns to market. MarcomCentral enables the creation of on-brand marketing collateral. It increases campaign effectiveness via a centralised brand zone and e-commerce storefront that simplifies the ordering and fulfilment process. All of which helps to reduce your organisation's marketing costs and increase return on investment. Now isn't that just what your business is looking for?

How MarcomCentral delivers

SIMPLY CENTRALISES AND AUTOMATES

Our cloud-based marketing asset management solution gives you an unparalleled automated solution. It enables the creation, printing and distribution of static, personalised and corporate branded marketing assets using a centralised, integrated marketing portal.

It allows you to offer authorised individuals the ability to personalise and order items through pre-defined templates and easy-to-use, online storefronts. They can follow the job through the production and fulfilment process using a web browser.

MARCOMCENTRAL PROVIDES:

- Highly customisable portals to use for ordering, job tracking and re-ordering
- An integrated dashboard for ease of job routing, fulfilment and more
- A manager for efficient administration, maintenance and site configuration
- The ability for personalisation and production of assets and materials via cloud-based VDP technology

HIGHLIGHTS AT A GLANCE:

- SaaS technology allows quick and easy start-up with minimal IT investment
- Supports Cross-Media campaigns involving print and digital marketing through email, web and mobile channels
- StoreFronts can be displayed in several languages allowing global organisations to deploy a single solution
- Enables customised workflows by connecting to enterprise systems and applications such as ERP, accounting, print MIS systems
- Job ticketing creates unique identifiers for each order
- Lowers costs by automating processes, streamlining workflows, reducing/eliminating obsolete collateral and inventory
- Cloud-based document composition engine allows offline processing of data

Save time, reduce overheads

IMPROVE PERFORMANCE AND MARGINS

Through MarcomCentral you can quickly take your marketing communications and assets online with minimal impact on in-house resources. So you can expand your services and grow revenue while keeping costs down.

MARCOMCENTRAL BENEFITS YOU AND YOUR CUSTOMERS

- Manage marketing communications more efficiently
- Intuitive, easy to use user interface allowing online ordering for a range of collateral and print on demand or inventoried items such as branded promotional items, launch kits, manuals and procedure forms
- Guarantees enforcement of corporate identity and design standards
- Reduces overall turnaround and fulfilment times
- Access to critical report information allowing calculation of ROI on Cross-Media campaigns.
- Accurate budget planning by cost centre control
- Can be accommodated within an existing corporate intranet
- Single sign on capabilities reduce the need for re-authentication

A centralised branding zone

HIGHLY CUSTOMISABLE SELF-SERVICE MODEL

Just consider what you can offer your customers to set you ahead of the competition. MarcomCentral is highly customisable and just as easily configurable so you can achieve the look and feel your customers require. The extensive Cross-Media toolkit allows you to combine printed collateral with digital media to deliver true multi-channel campaigns.

DYNAMIC TEMPLATE CREATION

Templates can be created quickly and easily using the industry standard FusionPro VDP Creator application. With this intuitive application you can create variable data templates via plug-ins for familiar applications such as Adobe In-Design® and Acrobat® for upload and use within MarcomCentral.

TURN URLS INTO PURLS

You can generate PURLs using the FusionPro Links module. These can be added to printed products bridging the offline and online worlds. These take recipients to personalised websites that give them a unique and more rewarding personal experience. At the same time, it enriches your databases with valuable data that will facilitate continuing and relevant Cross-Media marketing.

CREATE PERSONALISED EMAIL CAMPAIGNS

MarcomCentral integrates with ExactTarget® to give you the very best email marketing. An intuitive interface helps create personalised campaigns that can complement direct mail and other campaign components.

DRIVE HIGHER RESPONSE RATES WITH PERSONALISED IMAGERY

Through MarcomCentral you can also produce personalised imagery using FusionPro Expression. This combines variable data with defined images to produce eye-catching personalised output across campaigns. All of which creates customer engagement and higher response rates.

A solution that can grow with your business

A SCALABLE SOLUTION

With MarcomCentral you have a solution that can grow with your business. It means that you can start out without significant up-front costs then add additional capacity and functionality as and when you require.

So as your requirements expand, this marketing asset resource can be expanded too. Languages can also be localised in line with your countries of operation.

A SECURE SERVICE

MarcomCentral is hosted in a secure state-of-the-art data centre. The system is accessed by a standard web browser, which offers user and administration access via unique log-in. For more details contact your Ricoh representative.

VALUE ADDED SERVICES AND INTEGRATION

Our Professional Services will help you scope the relevant system and solution required to maximise the benefits of MarcomCentral for your business. We can also offer expert advice and consultation to allow integration with existing corporate business systems and CRM solutions such as SAP, Oracle and Salesforce.

MarcomCentral®

MAIN SPECIFICATIONS

MARCOMCENTRAL®
STORE, MANAGER, AND DASHBOARD:

Windows platform: Google Chrome™ 21.x
Microsoft® Internet Explorer®
7.0, 8.0, 9.0
Mozilla® Firefox® 14.0

Macintosh platform: Google Chrome™ 21.x
Mozilla® Firefox® 14.0
Safari™ 5.x

FUSIONPRO® VDP CREATOR:

- Windows XP, 2003, Vista, 7, or Server 2008 R2
- Mac OS X 10.4, 10.5, 10.6, 10.7, 10.8
- 1.3GHz CPU (2.0GHz or greater recommended)
- 1GB RAM
- 1GB available HD space
- Internet connection
- Adobe Acrobat 7.0, 8.0, 9.0, or 10.0
- (Optional) Adobe InDesign CS3, CS4, CS5, CS5.5, CS6
- (Optional) QuarkXPress 6.5, 7.0, or 8.5

FUSIONPRO® EXPRESSION:

- Windows XP, 2003, Vista, or 7
- Mac OS X 10.4, 10.5, 10.6 - Intel-Mac hardware
- 1.3GHz CPU (2.0GHz or greater recommended)
- 1GB RAM
- 1GB available HD space
- Internet Connection

MARCOMCENTRAL®
OVERVIEW & FEATURES:

Delivery type:
Served online as
a cloud based
application

Software as a Service (SaaS)
solution requires no servers,
no software to download and
no internal IT resources.

Price structure:
Set-up + Annual
Subscription

Measurable ROI, value-based
pricing.

Catalogue product support:
Static, versioned, variable
data printed assets plus
non-printed assets.

Supports a wide range of printed
and non-printed assets.

Customisable site appearance:
Advanced/Per Customer

Match your customer's brand with
colour schemes, logos, graphics,
branded for your customers.

Document template design:
Integrated

Build a range of document types
with FusionPro VDP Creator
desktop application.

VDP template design plug-ins:
Adobe InDesign &
Acrobat, Quark

Compatible with leading graphic
design programs (Adobe InDesign
& Acrobat, Quark programmes) via
plug-ins.

VDP (personalisation) support:
Integrated, Uploadable
templates

Upload offline templates created
in FusionPro VDP Creator.

Role/User permission controls:
Yes, Complex

Comprehensive support for user
roles and permissions.

Approval workflows:
Multiple

Varied approval workflows offer
flexibility.

Job tracking:
Yes

Multiple order statuses allow
detailed viewing from order to
delivery.

Security:
Yes

HTTPS protocol and 128-bit SSL
encryption; CyberSource for credit
cards; Single Sign-on capabilities.
All servers and databases are behind
a firewall.

Job ticketing:
Yes

Creates unique identifiers for each
order.

Imposition:
Yes / Inbuilt

Libraries of easily managed and
reusable imposition layout templates.

Payment types:
Multiple

Credit card, purchase order, user
budgets.

Reporting:
Pre-built & Custom

Reports provide detailed information
on all system activities.

International language support:
Yes

Supports user /admin localisation:
English, French, Italian, German,
Spanish, and others.

Integrations / connectivity:
Can be integrated with
Print MIS, Production
Workflows, Devices,
Shipping, Accounting,
CRM, ERP systems.
Ricoh TotalFlow
connectors available.

EFI Monarch (formerly Hagen)
EFI Pace, HubCast, Rampage,
EPMS, Heidelberg PrinectPrinance,
Microsoft Dynamics GP, SmartLinc,
Kodak Prinergy, Creo Color Server,
EFI Fiery, Xerox Free Flow, HP
Production Manager, FedEx, UPS,
Epicor, SAP, Oracle/PeopleSoft,
Ariba, Ketera , Microsoft SharePoint.

Web services:
Multiple

Examples: Check Order Status,
Create Packing Slip, Create Invoice,
Delete Line Item, Get Inventory,
Update Inventory, Messaging.

Data feeds:
Multiple

FTP/SMTP/ HTTP: Sales Work Order,
Job Ticket, Invoice & Uberfeed.

Output formats:
Multiple

PDF, PDF/VT, Postscript, Mapped
Data, AFP, HP-PPML, JLYT, PPML,
VDX, VIPP, VPS.VIPP.

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