

# InfoTrak

Information for Better Decisions

## Design On Demand

Technology to Deliver Your Message, Your Way

It's common knowledge that in business, keeping up with the questions, ideas, and desires of your clients is essential. From the telegraph to the telephone to the computer, the speed in which companies must deliver information to their customers has advanced over the years.

Design On Demand allows companies to quickly and easily target multiple audiences while still maintaining brand integrity.

While quick response time is vital, so is assuring you get the right messaging to the right people. The old adage "haste makes waste" certainly applies to any business that has seen the futility of answering a customer request by hastily sending marketing materials that don't speak directly to their needs.

With technology rapidly advancing and customers becoming more Internet-savvy, some companies are realizing the importance of being able to act and react at the speed of thought. This "need for speed" has brought to the Internet the latest evolutionary step in business communication: Design On Demand.

### Individuality on the Internet

It was merely a decade ago when the Internet became widely used by the general public. Back then, dial-up modem connections were commonplace. It often took hours to download or transfer files, and larger tasks like sending marketing messages to mass email lists were out of the question.

Today, we can do things online that were once inconceivable. High bandwidth modems and connections are commonplace, especially in the business world where, according to ComputerWeekly.com, over 60 percent of U.S. businesses use the Internet. We've become accustomed to the kind of instant accessibility provided by the Web. Now, vital decisions can be made in a matter of moments, and clients expect your company to be able to react just as fast.

That's where Design-On-Demand (DOD) messaging comes in. Imagine that a prospect calls you out of the blue, requesting information on your services. You tell them you'll respond

immediately. But what if this potential client works in the pharmaceutical industry and the only pre-prepared marketing materials in your inventory speak directly to the financial industry?

Using Web-based Design-On-Demand customization, you can tailor your collateral to speak to your prospects' individual needs — using pharmaceutical terminology, graphics, photographs, and references.

The Internet has essentially thrived on providing a sense of individuality for its users. It's not uncommon to find Web sites where users can customize their own sneakers and t-shirts. Even some automobile manufacturers are toying with DOD modeling on their Web sites. Why not provide this sort of interactive customization where it matters most: to businesses who want their messages to have the maximum impact with a wide array of prospects and clients, without having to incur the typical costs of small run printings.

## Customized Collateral

How does Design-On-Demand work? DOD allows users to adapt the message and scope of marketing materials — like brochures, flyers, pamphlets and newsletters — with an online interface using just a few clicks of a mouse.

Typically, a company's marketing department or sales representative is granted access to a specialized Web page where they can access a menu of editable online templates of their collateral materials. From there, they can choose to alter the messaging of these materials to fit the needs of specific clientele by using variable pre-approved blocks of text, adding new product information, or changing pictures and imagery to appeal to a specific target audience.

Design On Demand allows these sales representatives to focus their marketing efforts in a way that wasn't possible before. With this kind of speedy accessibility, paired with the growing popularity of digital print equipment, you can tailor your collateral materials to speak to any number of your prospects' and clients' variable needs, including:

- **Geographic:** You are sending materials to a potentially large client in the American Southwest, but your company brochure is filled with imagery from another part of the country, where most of your other clients reside. With DOD, you can add imagery that will appeal to this client and assure them that you have their sensibilities at heart, while still retaining your company's same essential message. You become, in a sense, a more localized marketer that can speak in a variety of voices.
- **Demographic:** When you originally designed the informational packets for your products, you geared them towards a specific audience. But what if you suddenly realize that your product has the crossover potential to appeal to other audiences? Whether your audience is younger, older, or in a different economic status than your original customer base, you can alter text and photos to speak more appropriately to your new target audience.

- **Relevance:** The most important aspect of a business/client relationship is the feeling of synchronicity — the feeling that both parties are on the same page. Design On Demand can help attain that feeling by helping you provide customized messaging to each of your clients, no matter how varied their field of expertise.

In addition to all of these adaptations, the speed and ease of Design On Demand — coupled with digital printing — allows you to keep collateral current and in agreement with industry regulations. Whether you're updating a client on product specifications or creating new contracts or disclosure documents that comply with newly set legislation, DOD offers a fast and painless solution.

## DOD — A New Kind of Fulfillment

The increased digitization of workflows has led to more than just advertising agencies and design houses becoming accustomed to the convenience of customizable printing options. Now, some cutting-edge fulfillment houses are combining the practice with their services to offer even more convenience and value to their clients.

Fulfillment houses provide businesses with a place to manage and store their collateral materials, keeping their own offices free of the clutter and confusion that can come with so much document management. A few of these fulfillment providers have taken the next step in personalized production by turning their spaces into mini-production houses that provide libraries for digital material, Design On Demand, and fully integrated digital document print and production services.

Imagine this scenario: You receive a phone call from two potential clients. One is a large financial institution located on the East Coast, while the other is an Arizona-based insurance firm. How can you speak to both clients — who reside in widely varied industries — with the same marketing materials? In the past, you couldn't. However, with the technology of Design On Demand, performing such a task isn't just possible...it's ideal.

In the aforementioned scenario, you or your marketing manager would simply log onto your fulfillment provider's Web site. There, you would find digitized templates of your collateral materials, including both static areas of unchangeable text or imagery, and spaces for variable text and images. For the financial institution, you could choose from a set of text and images that speak to their geographic, demographic, and legislative environment. At the same time, you can prepare a second document, replacing these areas with different text and imagery for

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the insurance firm. Whether you're adding a paragraph that speaks to your company's experience in the financial industry or including photography that speaks to a specific regulation, using Design-On-Demand is definitely a smart way to engage your audience.

Another equally important benefit of DOD is brand integrity. By maintaining an electronic library of pre-approved text, graphics, and color options, companies ensure that key areas of their brand and messaging are upheld — allowing documents to be customized without straying outside of the “corporate lines.”

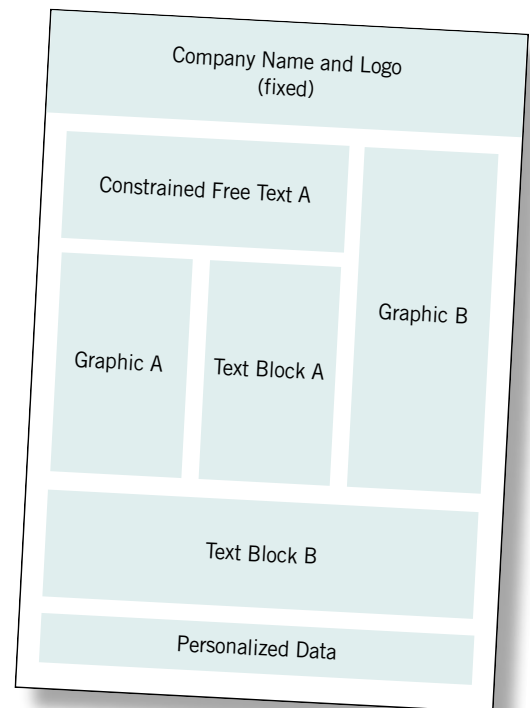
## In Closing

There's no question that the advent of the Internet and the related technologies have had an enormous effect on how businesses must react to marketing possibilities. Information is now available at a speed that was unimaginable years ago. With the world of business speeding up beneath your clients' fingertips, the ability to create focused marketing messages that meet the needs of your customers in a short amount of time has become paramount.

While technology has advanced your customers' desire for information, it has also grown to help businesses respond rapidly with customizable messaging. Design-On-Demand services have evolved over the past few years, providing companies with a new route for creating powerful collateral that speak to your clients as they want to be spoken to — as individuals — without sacrificing your marketing dollar to exorbitant costs.

Now, with fulfillment houses forging the way for faster Design-On-Demand response time, customers are able to adapt their messaging, print and deliver their materials in a matter of moments. These providers give clients a higher-quality, less expensive alternative than local print and copy shops, while cutting down on the waste of boutique collateral printings.

Boosting sales with rapid response times and customized, one-on-one messaging? Now that's delivery!



Sample Design-On-Demand Template



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