

Kodak Marketing Workflow Solutions

Integrated Solutions *For enterprises and corporate brand owners*

Brand content management, proofing and approval with streamlined print production

- Marketing
- Packaging
- Distributed network of print service providers

1:1 targeted collateral management

- Franchise delivery—customize, localize and personalize marketing collateral from a central repository for field rep and agent use
- CPG at retail—POS/POP materials for distributors and retailer customizations

Campaign delivery

- Color managed assets across mixed media

Core Modules - Kodak Design2Launch Solutions

Visual Asset Manager

A web-based robust and secure digital asset management system that supports a broad range of digital branded assets, including video, audio and podcasts

Project Tracking & Reporting

Provides real-time visibility to projects in progress, with full reporting capabilities

Color Management & Proofing

Provides color-accurate, in-house soft and hard copy proofing

Collaboration & Mark-up

A real-time content proofing solution that enables streaming of large graphic files to the end user's desktop for viewing, time- and date-stamped annotating and collaboration

Routing & Approval

An easy-to-use digital routing and approval system that enables sequential and parallel routing, maintains version control, and monitors all work-in-process files

File Transfer Manager

A fast, secure and managed method to transfer large files from one location to another

Add-On Modules - Kodak Design2Launch Solutions

Automatic File Converter

Automatically converts a graphic file to corporate and/or industry standards

Content Certification

Ensures that content is approved for use across applications

Marketing Fulfillment

Enables online catalogs of marketing materials for ordering on-demand by field sales and marketing, franchisees and dealers; supports static and variable data print projects

PPTshare

Creates a browser-based slide library, enabling you to manage all of your **PowerPoint** files from one location, dramatically reducing the time required to generate new presentations

Video Manager

Automates transcoding and delivery of video assets to web and mobile platforms

Trust Kodak

Kodak understands brand value. Let us help you take the complexity out of complex creative execution workflows, by optimizing consistency and quality at the beginning of the process. We can give your marketing organization the tools to color- and brand-manage assets and communications efficiently, enabling you to save time and money, drive revenue and improve marketing ROI.

To learn more about marketing workflow automation solutions from Kodak:

Visit www.automation.kodak.com
Or in North America, call +1-866-563-2533

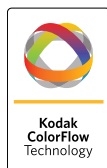
Produced using Kodak Technology.

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Kodak

It's time for you **AND** Kodak



brand content management

Kodak



Drive greater revenue generation and ROI

Innovative graphics management, streamlined project execution and collaboration tools from Kodak bring powerful new capabilities to the enterprise marketer. Kodak's suite of Brand Content Management solutions enable multi-channel creative development, marketing fulfillment and execution that help you:

- reduce cost, waste and time to market
- provide a common set of color-managed assets across marketing and package development teams
- improve marketing ROI
- enable targeted, 1:1 communications
- streamline marketing fulfillment

Efficiently manage brand content

Modular **Design2Launch** Solutions enable corporate marketing to manage its brand regardless of channel. Marketing assets can be created, repurposed and efficiently delivered through multiple channels, including newspapers, magazines, SMS, circulars, direct mail, ad collateral, e-channels, point of purchase, and packaging. Time to market is accelerated, campaign effectiveness is improved, and expenses are reduced.

Automate creative workflow processes

Kodak **Design2Launch** Solutions bring a new level of efficiency and control to the content creation and production process, by leveraging the Internet to network marketers with other internal teams within the enterprise, and with their external suppliers.

This suite of tightly integrated, Web-based software modules enables rapid transfers, sharing, annotation, collaboration and approval of files in real time. Sophisticated tools provide annotation capabilities for a range of multi-channel assets during development, including video and web content. Content certification processes tightly manage copy elements, helping ensure that accurate copy is available to all stakeholders on a global basis. Every feature and function offered within this integrated suite is designed to compress time to market, minimize errors and extract cost.

Manage your business with a dashboard view

Not only do **Design2Launch** Solutions optimize the asset creation process, they create a dashboard view of all projects in real time, from creative through execution. Advanced reporting capabilities can be integrated with your existing ERP systems, enabling you to track vendors and costs. **Design2Launch** Solutions also provide a documented

audit trail that facilitates regulatory compliance. This breadth of visibility gives you the data you need to optimize efficiency from concept creation through marketing fulfillment.

Marketing fulfillment

Maintaining control of global brand content while providing field-based personnel with both access to approved assets and the ability to customize them, is the best of both worlds. Corporate marketing controls brand and messaging, while franchisees, dealers or field-based sales personnel introduce the type of personalized content that boosts response rates. Kodak is developing the capability to easily create customized content, with template-based variable data authoring software that generates full-color personalized communications.

A feature-rich storefront will make it easy to order static, print-ready, personalized or customized items. Printing and fulfillment will be automated for maximum efficiency.

Key applications

- Integrated marketing channels
- Direct mail
- Ad collateral
- Catalogs
- Packaging
- TransPromo
- Retail POS/POP
- Web content
- Email
- Video
- SMS





For short runs of targeted materials or longer runs of mass communications, printing on demand delivers exactly what you need, when you need it.

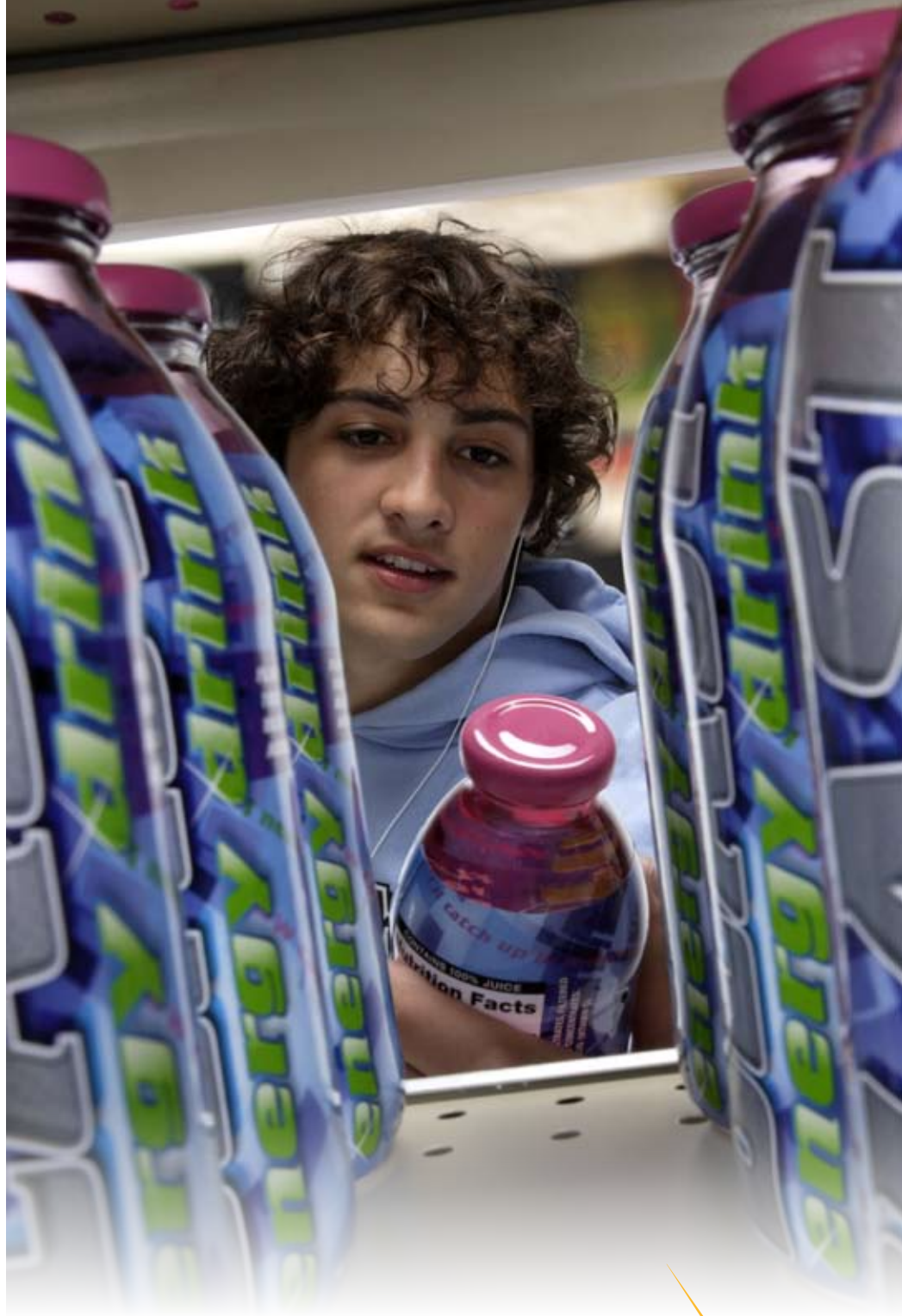
Streamline execution

Kodak's workflow solutions give you the control to create new projects online and upload files for automatic processing at the printer. Job tickets, color and brand metadata will automatically flow into the printer's ordering process, compressing lead times and extracting cost. Projects in production can be proofed and managed online, with status available 24/7.

In addition, you'll experience seamless connectivity to market-leading PDF workflow solutions in use at thousands of print service providers around the world through Kodak's Print Network. That translates to optimized quality and highly efficient print production whether your project is static or personalized ... offset or digital ... around the corner or around the world.

Vertical markets

- Life sciences
- Financial services
- Consumer packaged goods
- Banking
- Healthcare
- Retail
- Automotive



Charting the path to change

Accelerating time to market for key marketing campaigns and new products is clearly a strategic business imperative, but understanding the complex interactions between enterprise teams, resolving bottlenecks and automating processes is a daunting task. Kodak's Branded Goods Services team can help, by working with you to redefine and automate the processes used by your marketing, creative and production teams, as well as vendor partners. Optimizing the marketing services chain can help you realize significant benefits, including faster revenue recognition, increased market share and enhanced brand image.