

The advertisement features a background image of a modern office building at night, with a prominent yellow diagonal line crossing the scene. On the left, a window shows a group of people in a meeting. On the right, another window shows a person working at a desk. The Kodak logo is in red, and the text 'Design2Launch Solutions' and 'Marketing Fulfillment' are in white.

Kodak

Design2Launch Solutions

Marketing Fulfillment

Take control of your brand

Improve management of brand assets and enable dynamic field sales and marketing execution of customized materials with the Marketing Fulfillment solution within **Kodak Design2Launch Solutions**. This groundbreaking software can dramatically improve brand control and relieve pain points with “plan to print” production. Key features include:

- Digital asset portal
- Customized collateral
- Print supply chain management

Centralize approved assets

At the heart of the Marketing Fulfillment solution is a Web-based, digital asset portal to the most recent, approved assets, for use by both central marketing and field sales teams. This comprehensive, searchable repository of static and customizable items provides a single source for approved and updated marketing assets, templates, campaigns and collateral for regionalization and localization.

For corporate marketing, Marketing Fulfillment’s digital asset portal can increase marketing efficiency and help control costs. No more time is spent distributing the latest assets and trying to ensure that the field is using them. The portal enables instant access to the most recent, approved assets and messaging as defined by corporate marketing, optimizing consistency across the entire marketing organization.

For teams in the field, instant access to the latest assets, templates and campaigns gives them what they need to create high-impact sales tools with approved branding.

Create targeted materials

The ability to localize, personalize and customize sales and marketing tools can dramatically improve their effectiveness. Marketing Fulfillment provides an easy-to-use, Web-based framework for sales and marketing teams to create sophisticated, targeted materials using a selection of approved templates.

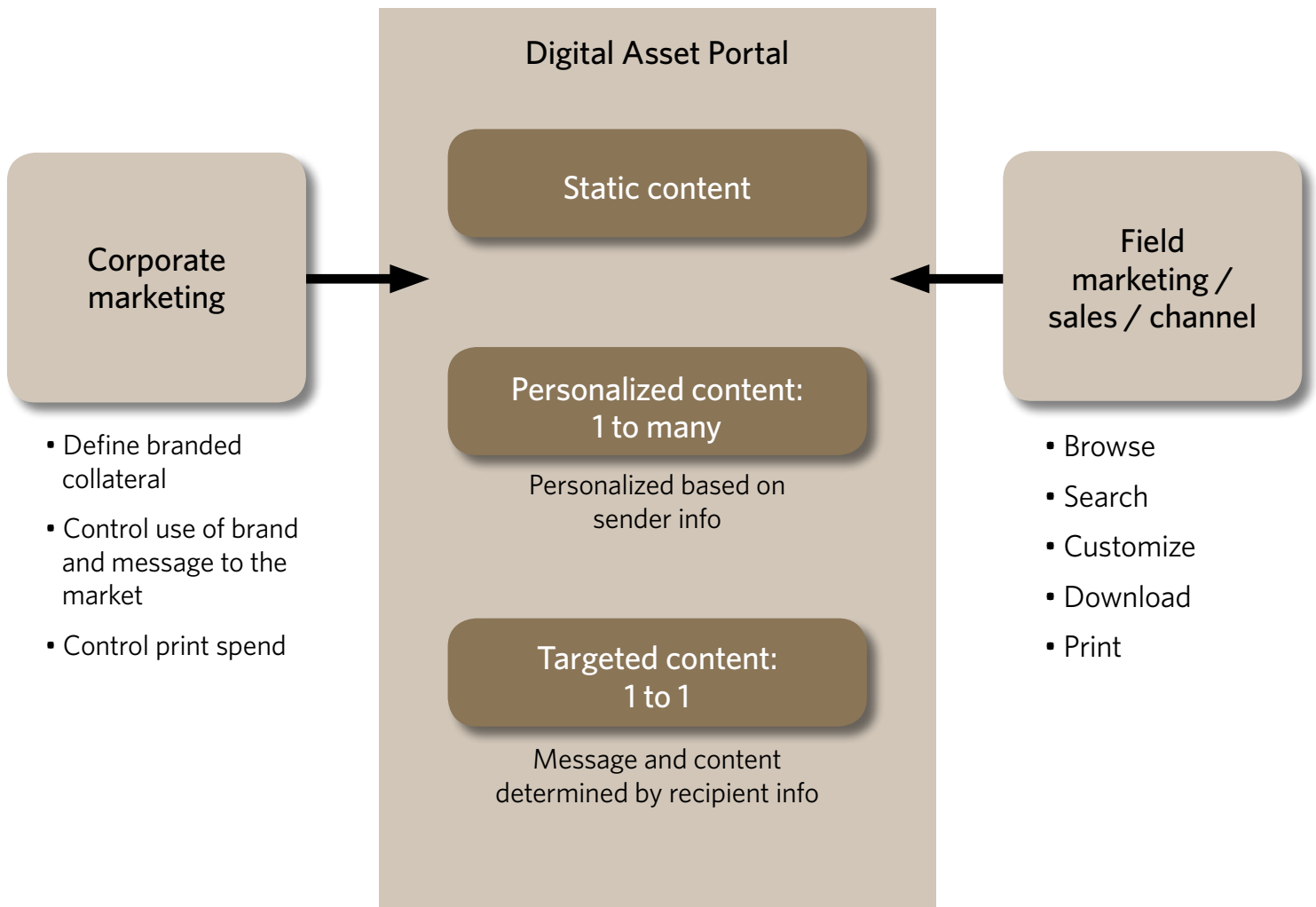
Materials can be personalized based on recipient or sender information, enabling 1:1 or 1:many communications.

Control print spend

Marketing Fulfillment provides corporate marketing with the ability to manage print vendors and pricing, as well as enabling effortless distributed print. Asset and processing information is managed and shared, resulting in fully automated submission and fulfillment of print orders, as well as interoperability with print suppliers.

The Marketing Fulfillment solution provides field teams with a highly efficient, “self-service” model by which they can produce static or customized marketing material through local, approved suppliers, while corporate marketing retains the ability to manage the print supply chain and capture preferred pricing.

How it works



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.

Eastman Kodak Company
343 State Street
Rochester, NY 14650 USA

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