

MediaLink is our proprietary, Internet-based print procurement system that allows our clients to access and order an online database of marketing collateral. Designed to streamline the order and distribution process, MediaLink transforms companies from a "print in large quantities and storage process" to a "print only what you need when you need it process." This digital workflow allows end users to easily select, customize, proof and order print material online and provides a strategic, cost effective system that simplifies the print ordering and fulfillment process. Ideal MediaLink candidates include national or international companies that have multiple storefronts, locations, distributors and/or employees who work outside of company headquarters.

## FEATURES

The MediaLink system offers many customizable text and graphics modification features that lend flexibility to customizing marketing materials. Additionally, the system provides a single user-friendly interface with a retail e-commerce feel to streamline the print fulfillment process.

## BENEFITS

- Eliminates the bottleneck of all locations/employees ordering through corporate headquarters.
  - Printed collateral ships directly to locations/employees.
  - Corporate headquarters maintains control of brand standards, compliance and corporate identity.
  - Reduces or eliminates print storage, warehousing and obsolescence.
  - Provides the ability to localize, regionalize and customize graphics, providing print material with more relevance.
  - Monthly usage reports track costs, help manage budgets and provide information for assessing return on investment.
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- Customized user interface/ "look and feel"
  - Customized landing pages and category menu by user branch (group)
  - Username and password driven system
  - Permission based system controls product availability
  - User account profile management
  - In-site access to order history
  - Homepage portal app available (news, messages, links, etc.)
  - Integration with client website and/or Intranet (including "silent login" if applicable)
  - Integration with third party vendors
  - Backend third party vendor management control
  - Product based order approval system
  - Shopping card order total (including tax calculation based on shipping destination)
  - Shipping notifications
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- Search functionality
  - Allows for modifiable text/copy and dynamic modifiable images
  - Auto population of customizable fields based on user account
  - Multipage product customization
  - File upload functionality (into a product and/or with an order)
  - Instant proof review for customizable products
  - Image/product download functionality
  - Spell check functionality
  - Character counter on modifiable fields
  - "Featured Products", "Suggested Products" and product "Quick Info" display
  - Minimum/maximum order quantity tracking information
  - System can manage customized/client specific order billing needs
  - Customized reporting
  - Product/order "wish list" functionality

