



# Web-to-Print Manager >\_

Enforce, Personalize, and Manage all of your stationery and marketing collateral from a secure centralized resource



Integrated Print Management®

# Web-to-Print Manager >\_

An overview of highlighted features

Web-to-Print Manager establishes a centralized resource to help personalize and manage your stationery and marketing collateral while enforcing brand compliance.

## Enforce

**Maintaining uniform brand guidelines starts with a centralized resource.** Providing a centralized resource to connect users to corporate approved materials is critical to the success of an organization's communications. BFC's Web-to-Print Manager simplifies the process of establishing and enforcing brand guidelines. By adopting our Web-to-Print Manager, users can generate consistent and compliant communications based upon your predefined business rules.

## Personalize

**Empower your sales networks with personalized marketing materials.** With a library of approved marketing materials, users can create, on demand, 1:1 versioned communications tailored and personalized to meet their specific needs. Web-to-Print Manager's flexibility continues with the ability to upload images, photos, logos and data files to support an organization's entire marketing needs.

## Manage

**Control, direct, and manage your marketing programs.** Web-to-Print Manager provides the overview and controls necessary to manage your organization's marketing activities. Establish business rules that define user permission and entitlement, budget controls and ordering protocols.

### Core Strengths

- ✓ Integrates with existing corporate intranets/portals
- ✓ Enforces brand identity and guidelines
- ✓ Maintains consistent communications
- ✓ Centralized resources



### A powerful brand identity resource

Establish brand identity guidelines that are enforced and maintained online.

### Core Strengths

- ✓ Creates brand compliant 1:1 personalized communications
- ✓ Produces approved marketing materials on-demand
- ✓ Provides real-time, online proofing
- ✓ Downloadable PDF delivery option



### Create personalized communications

Allow users the ability to personalize and tailor their message to the local level.

### Core Strengths

- ✓ Institutes budget and spend control
- ✓ Establishes order and ship notifications & confirmations
- ✓ Reduces marketing collateral obsolescence
- ✓ Generates detailed activity reports
- ✓ Allows for order approval hierarchy & tracking



### Administrative controls at your fingertips

Gain greater access and control to reports, budgets and entitlements.

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## Highlighted features

- ✓ Maintaining uniform brand guidelines starts with a centralized resource
- ✓ Empower your sales networks to personalize materials
- ✓ Control, direct, and manage your marketing programs



The mark of responsible forestry



To demonstrate our commitment to the environment, BFC is proud to be certified by the organizations shown above.

For more information call 800.774.6840 or visit [www.bfcprint.com](http://www.bfcprint.com)