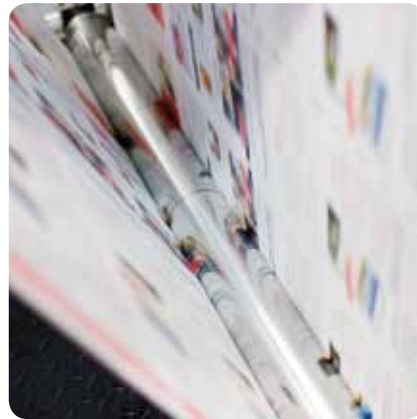


Collaboration is Key for Transpromo Marketing



Author Bill Parker

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A New Marketing Platform

Transpromo is more than a different type of document application. It's a breakthrough marketing platform made possible by a serendipitous set of circumstances:

- Increasing postal costs
- Multi-channel communications facilitated by cheap bandwidth
- Lots of web-savvy, mobile-savvy consumers
- High quality, full color digital printers capable of both high speed production and low cost
- Sophisticated VDP software for deep personalization
- Data tools to leverage business insights from transaction and CRM databases

Guided by the Transpromo Process Chain

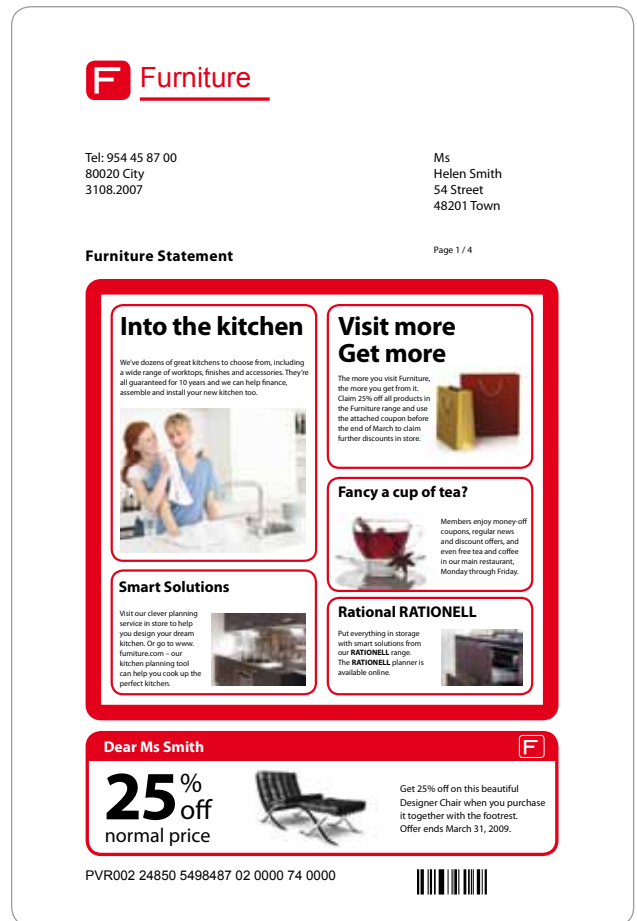
Transpromo communications are a persuasive way to engage customers in a chaotic marketplace, but whether you are a service bureau or a marketing professional, this approach may still be unfamiliar territory. The transpromo process chain defines the components of a complete transpromo marketing platform. It serves as a guide that saves time and reduces missteps.

Transpromo is a complex mix of statements, direct marketing, graphic arts, color, and more – all combined in one critical communications document. From strategy and planning to response and tracking, from design and composition to digital production, it requires professional skill sets at each stage. Realistically, most people aren't experts in all areas, so transpromo demands a level of collaboration most applications don't approach.

In any collaboration, all parties have to understand the goal and what it will take to get there. The challenge for builders of transpromo solutions is to show customers and partners how all the pieces work together. For transpromo teams, the process chain is a roadmap to software, hardware and infrastructure.

Best Partners and Best Practices

Collaboration spreads the workload to the most appropriate resources. However, since no one person is an expert in all stages of transpromo, experienced partners must support key

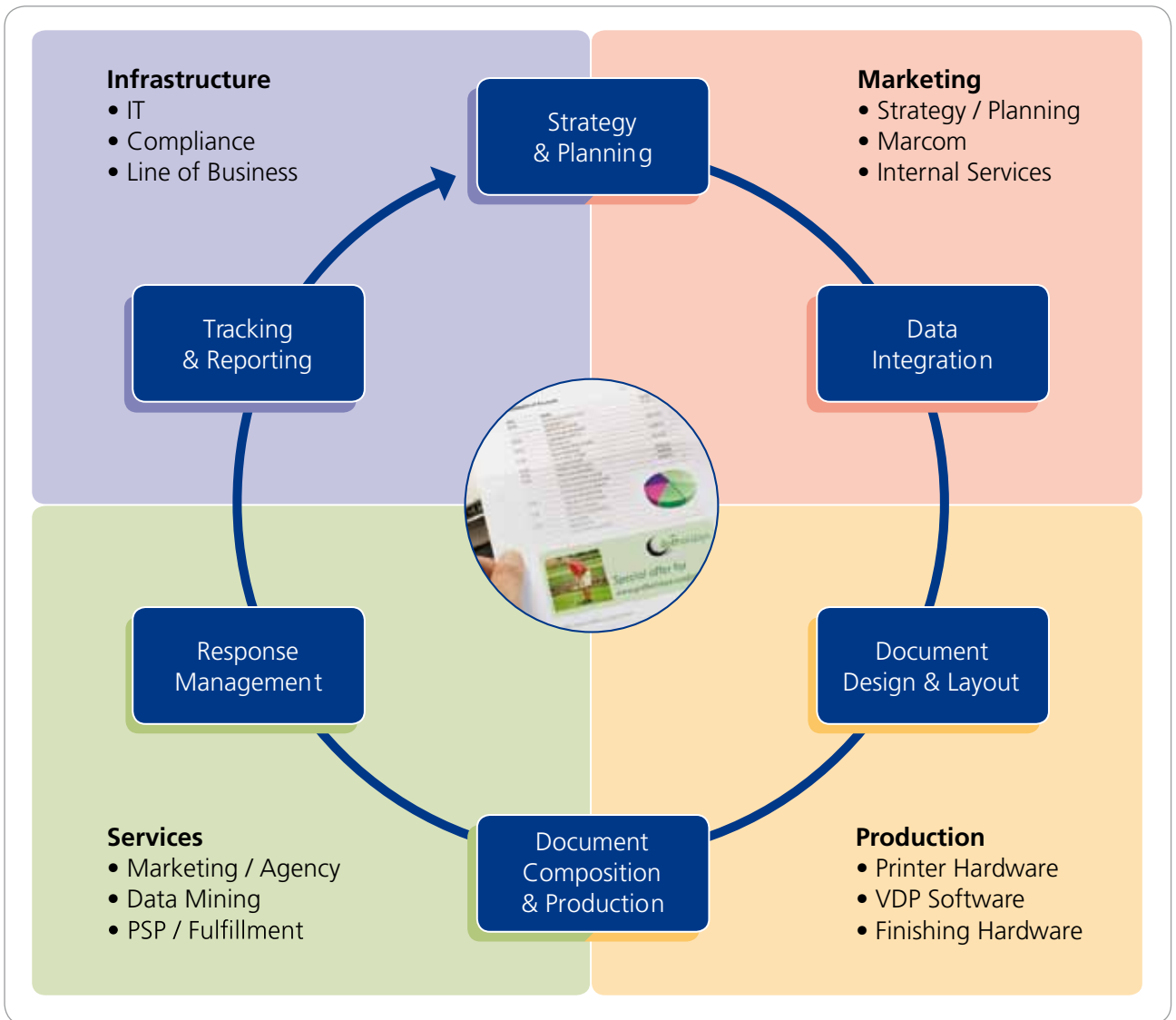


Statements and Bills provide a free carrier for marketing and promotional offerings.

pieces in the process chain. When technology providers and internal resources work together, companies accelerate their transpromo development and spend less time struggling with integration. Companies like GMC Software Technology have worked through every element in the process chain, as they partner to help companies master transpromo strategies.

GMC has unique expertise integrating elements of the transpromo process into compelling ROI-driven applications. GMC PrintNet software has helped some companies generate transaction statements and led others to master sophisticated personalized direct marketing. Now the GMC composition platform brings both applications together into transpromo workflow.

Transpromo Campaign Cycle



For example, the transpromo solution fielded by Oniya-Shapira on behalf of a large credit card provider in Israel is a best practice of planning and executing a successful transpromo marketing program. Oniya-Shapira is one of the largest digital color sites in the world, printing over 500,000 full color pages daily. They specialize in statements and bills for banks, insurance and telecommunications companies. Using GMC Print-Net software, they produce about eight million transpromo statement pages per month.

Growing Confidently into Color

Marketers know that full color documents have greater impact than monochrome pieces. As you gain confidence with transpromo statements, you'll want to add color. Digital printing technologies – both cut sheet and continuous form – offer plenty of choices. Many vendors factor migration paths into their product lines, making it easier to move to the next level as confidence and volume grow.

