

RICOH
imagine. change.

MarcomCentral[®]

Intelligent Marketing solution
for Print Service Providers



Giving your business a clear advantage

TotalFlow.

Productivity. Performance. Opportunity

Ricoh TotalFlow brings together an ever-expanding, innovative portfolio of comprehensive software and professional solutions.

By optimising productivity and performance, it enables you to reduce costs, save time and promote added value to broaden your business capabilities, presenting new opportunities. If you want your business to deliver more, the advantages are clear.

MarcomCentral[®] is part of our TotalFlow portfolio. This software-as-a-service (SaaS) offering comes under Ricoh's Intelligent Marketing solutions and is powered by our close alliance with PTI Technologies. It provides Web-to-Print and Cross-Media capabilities for print service providers that help open up new opportunities that drive revenue and growth.



Branch into new markets with online, customised services



START SMALL AND GET GROWING

We know how hard it is out there, saying it's a challenge is to put it mildly. With the rise of digital printing, storefronts, Variable Data Printing (VDP) and Cross-Media services, customers are expecting more and more from printers. Shifting from a print-only business to a print-centric marketing services provider may seem a daunting thought. How do you access the technology, how can you afford it? At Ricoh we can help you make that transition.

With Ricoh's MarcomCentral, you can take the first steps to offer much more than just print. You can move into offering online marketing services to both new and existing customers. It allows you to offer your clients a branded storefront hosting a wide range of printed and non-printed products through an online marketing asset resource, maintained and managed by you as their value added service provider. It makes that all-important difference to what you can offer your customers and helps differentiate you from the competition.

MARCOMCENTRAL HELPS YOU:

- Make the transition into more profitable sectors
- Offer clients new solutions and open up a different dialogue
- Move from low margins per printed page to a high value service model
- Create long term client relationship and increase customer loyalty
- Enjoy sustainable, long term business

SOLVE THE HEADACHES.

INCREASE PROFITABILITY

Through MarcomCentral, you can solve the problems your customers face such as inadequate localised marketing and asset distribution as well as streamlining the whole process and reducing the overall time it takes to get campaigns to market. MarcomCentral enables local marketing along with the creation of on-brand marketing collateral. It increases campaign effectiveness via a centralised brand zone and e-commerce storefront that simplifies the ordering and fulfillment process.

This positions you as a value added supplier and directs orders for printed collateral to you and other approved suppliers. Now isn't that just what your business is looking for?

How MarcomCentral delivers



SIMPLY CENTRALISES AND AUTOMATES

Our cloud-based marketing asset management solution gives you an unparalleled automated solution for creating, printing and managing the delivery of static, personalised and variable data pieces using a centralised and integrated marketing portal.

It allows you to attract new customers and offer them the ability to personalise and order items through pre-defined templates and easy-to-use, online storefronts. They can follow the job through the production and fulfillment process easily, from anywhere, using a web browser.

MARCOMCENTRAL GIVES YOU:

- Highly customisable portals for your clients to use for ordering, job tracking, re-ordering, etc
- Dashboard for fulfillment
- Manager for administration
- FusionPro® VDP Creator and Expression applications for VDP template design and image personalisation

HIGHLIGHTS AT A GLANCE:

- SaaS technology allows quick and easy start-up with minimal IT investment
- Supports Cross-Media campaigns involving print and digital marketing through to email, web and mobile channels
- Storefront, portal navigation and functions can be displayed in several languages for specific local and international markets
- Enables customised workflows by connecting end users with multiple applications like ERP, accounting, print MIS systems
- Job ticketing creates unique identifiers for each order
- Lowers costs by automating processes, streamlining workflows, reducing/eliminating obsolete collateral
- Cloud-based VDP composition engine allows offline processing of VDP templates and user data/images

Save time, reduce overheads



IMPROVE PERFORMANCE AND MARGINS

Through MarcomCentral you can quickly take your business online with minimal impact on in-house resources. So as you expand your services and grow revenue, you can keep costs down.

MARCOMCENTRAL BENEFITS YOU AND YOUR CUSTOMERS:

- Provides consistency of product, quality and price
- Intuitive, easy to use user interface allowing online ordering for printed and static print items. Non print items can also be supported.
- Guarantees enforcement of corporate identity and design standards
- Reduces overall turnaround and fulfillment times
- Provides purchasing control via approval levels
- Available for orders 24 hours a day, 7 days a week
- Access to critical report information
- Accurate budget planning by cost centre
- Can be accommodated within an existing corporate intranet
- Single sign on capabilities reduce the need for re-authentication
- Perfect fit for Print on Demand or inventoried items

Offer more value-based services

HIGHLY CUSTOMISABLE AND CONFIGURABLE

Just consider what you can offer your customers to set you ahead of the competition. MarcomCentral is highly customisable and just as easily configurable so you can achieve the look and feel your customers require. The extensive Cross-Media toolkit allows you to combine printed collateral with digital media to deliver true multi-channel campaigns.

DYNAMIC VDP TEMPLATE CREATION

You can create templates quickly and easily using the industry standard VDP application FusionPro VDP Creator. With this intuitive application you can create variable data templates via plug-ins for familiar applications such as Adobe In-Design® and Acrobat® for upload and use within MarcomCentral®.

TURN URLS INTO PURLS

You can generate PURLs using the FusionPro Links module. These can be added to printed products bridging the offline and online worlds. These take recipients to personalised websites that give them a unique and more rewarding personal experience. At the same time, it enriches your clients' databases with valuable data that will facilitate continuing and relevant Cross-Media marketing.

CREATE PERSONALISED CAMPAIGNS

MarcomCentral seamlessly integrates with ExactTarget® to give you and your customers the very best email marketing. An intuitive interface helps create rules and logic for personalised campaigns that can complement direct mail and other campaign components.



DRIVE HIGHER RESPONSE RATES WITH PERSONALISED IMAGERY

Through MarcomCentral you can also produce personalised imagery using FusionPro Expression. This combines variable data with defined images to produce eye-catching personalised output across campaigns. All of which creates customer engagement and higher response rates.

A solution that can grow along with your business



A SCALABLE SOLUTION

With MarcomCentral you have a solution that can grow with your business. It means that you can start out without significant up-front costs then add additional capacity and functionality as and when you require.

A number of product bundles are offered to suit a small print services provider who wants to start up with VDP and Web-to-Print right up to a full Cross-Media solution offering a complete toolkit.

A SECURE SERVICE

MarcomCentral is hosted in a secure state-of-the-art data centre. The system is accessed by a standard web browser, which offers user and administration access via unique log-in. For more details contact your Ricoh representative.

MARCOMCENTRAL®

STORE, MANAGER, AND DASHBOARD:

Windows platform: Google Chrome™ 21.x
Microsoft® Internet Explorer®
7.0, 8.0, 9.0
Mozilla® Firefox® 14.0

Macintosh platform: Google Chrome™ 21.x
Mozilla® Firefox® 14.0
Safari™ 5.x

FUSIONPRO® VDP CREATOR:

- Windows XP, 2003, Vista, 7, or Server 2008 R2
- Mac OS X 10.4, 10.5, 10.6, 10.7, 10.8
- 1.3GHz CPU (2.0GHz or greater recommended)
- 1GB RAM
- 1GB available HD space
- Internet connection
- Adobe Acrobat 7.0, 8.0, 9.0, or 10.0
- (Optional) Adobe InDesign CS3, CS4, CS5, CS5.5, CS6
- (Optional) QuarkXPress 6.5, 7.0, or 8.5

FUSIONPRO® EXPRESSION:

- Windows XP, 2003, Vista, or 7
- Mac OS X 10.4, 10.5, 10.6 - Intel-Mac hardware
- 1.3GHz CPU (2.0GHz or greater recommended)
- 1GB RAM
- 1GB available HD space
- Internet Connection

MARCOMCENTRAL®

OVERVIEW & FEATURES:

Delivery type: Software as a Service (SaaS) solution requires no servers, no software to download and no internal IT resources.

Price structure: Measurable ROI, value-based pricing.
Set-up + Annual Subscription

Catalogue product support: Supports a wide range of printed and non-printed assets.

Static, versioned, variable data printed assets plus non-printed assets.

Customisable site appearance: Match your customer's brand with colour schemes, logos, graphics, branded for your customers.
Advanced/Per Customer

Document template design: Build a range of document types with FusionPro VDP Creator desktop application.
Integrated

VDP template design plug-ins: Compatible with leading graphic design programs (Adobe InDesign & Acrobat, Quark programmes) via plug-ins.
Adobe InDesign & Acrobat, Quark

VDP (personalisation) support: Upload offline templates created in FusionPro VDP Creator.
Integrated, Uploadable templates

Role/User permission controls: Comprehensive support for user roles and permissions.
Yes, Complex

Approval workflows: Varied approval workflows offer flexibility.
Multiple

Job tracking: Multiple order statuses allow detailed viewing from order to delivery.
Yes

Security: HTTPS protocol and 128-bit SSL encryption; CyberSource for credit cards; Single Sign-on capabilities. All servers and databases are behind a firewall.
Yes

Job ticketing: Creates unique identifiers for each order.
Yes

Imposition: Libraries of easily managed and reusable imposition layout templates.
Yes / Inbuilt

Payment types: Credit card, purchase order, user budgets.
Multiple

Reporting: Reports provide detailed information on all system activities.
Pre-built & Custom

International language support: Supports user /admin localisation: English, French, Italian, German, Spanish, and others.
Yes

Integrations / connectivity: EFI Monarch (formerly Hagen) EFI Pace, HubCast, Rampage, EPMS, Heidelberg PrinectPrinace, Print MIS, Production Workflows, Devices, Shipping, Accounting, CRM, ERP systems. Ricoh TotalFlow connectors available.
Can be integrated with

Web services: Examples: Check Order Status, Create Packing Slip, Create Invoice, Delete Line Item, Get Inventory, Update Inventory, Messaging.
Multiple

Data feeds: FTP/SMTP/ HTTP: Sales Work Order, Job Ticket, Invoice & Uberfeed.
Multiple

Output formats: PDF, PDF/VT, Postscript, Mapped Data, AFP, HP-PPML, JLYT, PPML, VDX, VIPP, VPS.VIPP.
Multiple

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