

*"It has allowed us to expand the types of things we can offer to the field. We couldn't do it without this technology and that's a big benefit, the ability to have more flexibility, more options that we can offer. I particularly like SPS' measurement ability. It allows us to see which pieces are being used and the number of documents created within the site. From our point of view it has been fabulous."*

**Manager of Financial Institution**

### SPS SYSTEM

- Very simple for end users with no training required
- Easy to install and maintain
- Runs on multiple platforms Windows/UNIX/AIX
- Works on both Macs and PCs, with Internet Explorer or Netscape

### Campaign Manager

- Users and/or marketing can create and distribute campaigns to targeted lists by email, fax or traditional mail
- Includes dynamically generated personalized and/or customized documents
- Personalized data can be merged into ANY part of the document
- Users can import a personal list or one that marketing creates
- Electronic reply form tracks responses

### Printing

- Direct link to any printing vendor by email and/or secure connection or to
- Marketing can select multiple printing vendors by quantity, price or type of printing
- Multiple payment types– invoice, transit number, payroll deduction or any type of credit card
- Shipping options - FedEx, UPS, national postal services, intra office mail
- Displays print and shipping prices including taxes for user to approve
- Order confirmation automatically emailed to user
- Simple desktop printing always available

### Publishing

- Generate complex web sites that have been customized by users
- Automatically embed completed web sites into larger web sites
- Automatically publish customized web pages or complete Web sites for posting on public or internal websites
- Edit and approve customized content
- Translate approved customized content easily

### Reporting

- Data can be sent to any type of reporting software such as Crystal Reports, Formula One e.Report Engine and Quadbase Express Report
- Data can be exported into Excel spreadsheets

### Reporting can include:

- Template use such as user name and location, template type, date, volume
- Print order quantities and buying patterns
- Printing to the desktop and email distribution use
- Behind the scenes' administration such as changing content within copy/image libraries
- Setting up and editing user accounts

*“SPS is becoming a part of the marketing centre of the institution which was not the initial intention. It is developing that way because we are trying to get the word out on the benefits of SPS. The more we get into wanting smaller quantities of very specialized items the more SPS seems to be a good solution particularly for the sales force to be able to use.”*

**Marketing Manager  
Investments and Customized  
Communications,  
Financial Institution**

### SPS TEMPLATES

- Templates accommodate all types of materials: ads, newsletters, fact sheets, brochures, biographies, posters, flyers, signs, policy booklets, manuals
- Simple to complex: a 2" x 3" ad to a 25-page 8.5" x 11" manual or a 20" x 30" poster
- Content can be added/deleted/modified without IT help

#### Document Quality

- One Template can be used for desktop printing, offset printing, print on demand, HTML and fax
- Consistent quality if printed in B&W or Colour
- Excellent quality if viewed on a Mac or PC monitor
- Small file size while maintaining good image quality

#### Embedding Fonts

- Can embed 'TrueType' fonts
- Consistent, accurate leading, size and type style

#### Automated Resizing

- Solves inconsistent sizing with different publications for ad mat/ media placement
- User can create the final size of PDF
- Choose from multiple units of measurement: inches, centimetres, pixels, picas

#### Flowing Copy

- Allow copy to flow over multiple columns or pages for newsletters or manuals

#### Multilingual

- Templates can be built in different languages including character-based languages (Chinese, Urdu)
- Translators view original language typing the translation text underneath for easy comparison
- Final translated document can be generated immediately for approvals

#### Duplicating

- Templates can be duplicated allowing for ONE Template to be used for multiple marketing materials
- Duplicating does not require any IT help

#### Libraries

- Designated areas containing multiple choices of copy, images, graphics, data tables or in any combination
- Marketing can control the content empowering end user selection on a limited basis

**Copy Libraries**

- Marketing assistant level personnel can easily edit content
- Store multiple versions of copy for a single template
- User can select copy from a group of choices or
- Marketing can pre-select choice

**Image Libraries**

- Photography, illustration, portraits, logos and/or graphs can be uploaded
- User can choose images from a group of choices or
- Marketing can pre-select choice

**Table Libraries**

- Ability to create tables similar to Excel spreadsheets or MS Word
- Add columns, rows, copy or numbers within cells
- Change width/height of columns/rows
- Mathematic formulas, number, percentage, money cells supported
- Data feeds can automatically drop data into cells (i.e. mortgage rates)

**Mixed libraries**

- Can contain either copy, image and/or table libraries
- Marketing can arrange in any order
- Choices can be added and deleted easily within the selected order