



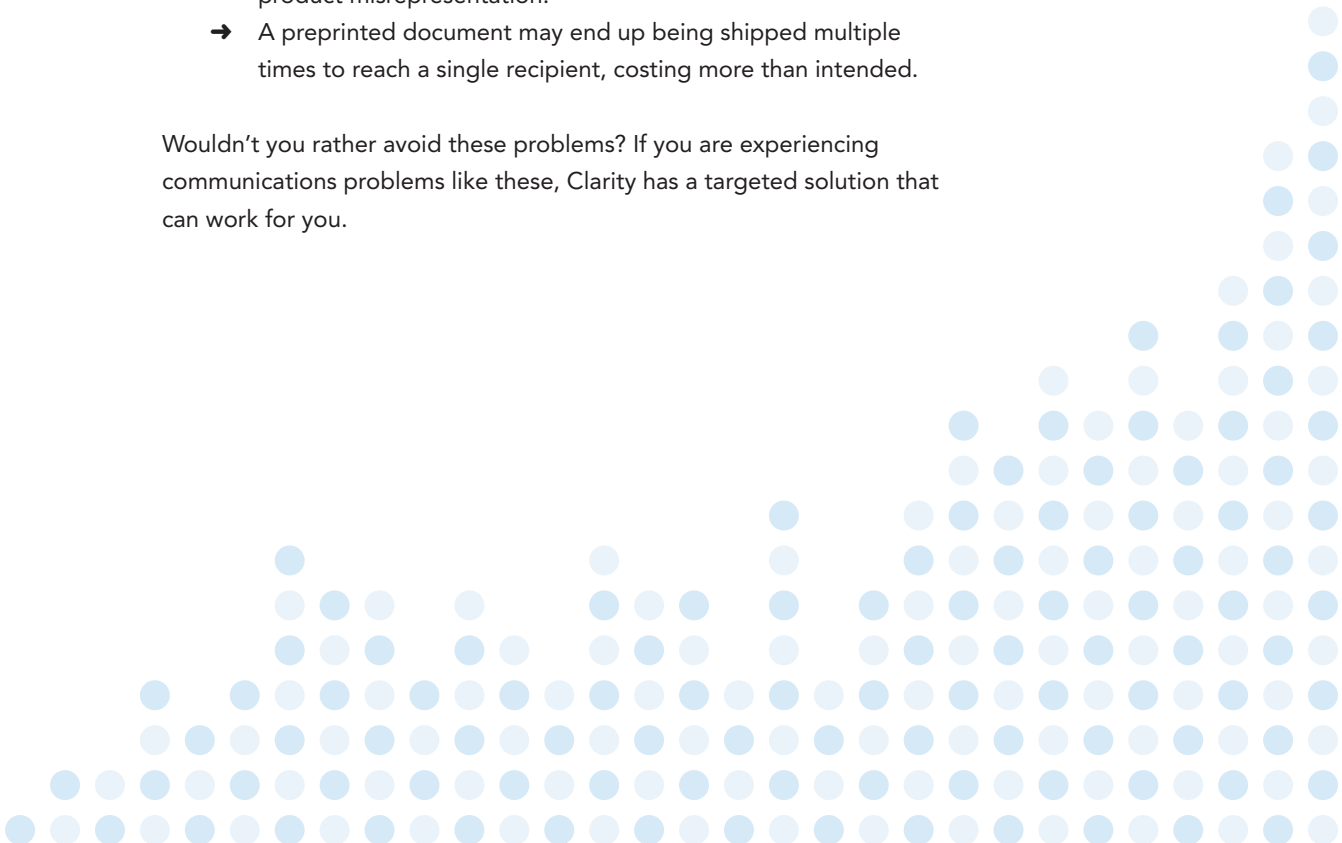
COMMUNICATIONS WORKING FOR YOU: ON DEMAND

The Opportunity

Many companies have networks of representatives responsible for marketing their products and services, sometimes located in various regions. A communications strategy is required to manage this type of operating environment, simultaneously creating consistent and powerful branding, internal cooperation, and compliance oversight. It is a big task, and one that is usually supported by a system that uses bulk preprinting and warehousing of promotional materials, customized documents requiring manual assembly and distribution at the precise time when they are needed. This is a functional approach, but in reality, this strategy can be the root cause for several problems:

- Pre-printing huge quantities to achieve economies of scale makes the message more impersonal and less targeted.
- Storage and staff costs to manage and assemble preprinted materials are exorbitant.
- Compliance language in documents can change frequently, forcing costly obsolescence.
- Compliance regulations can be compromised if the distributors commingle marketing documents with ones that should have been retired.
- Local creation of personalized materials without any marketing oversight may introduce compliance risk and product misrepresentation.
- A preprinted document may end up being shipped multiple times to reach a single recipient, costing more than intended.

Wouldn't you rather avoid these problems? If you are experiencing communications problems like these, Clarity has a targeted solution that can work for you.





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The Solution

Clarity has designed a comprehensive and robust solution that will help you create and distribute your various communications efficiently and accurately, while integrating with your current business practices and systems. Whether you are producing direct mail, sales materials, enrollment and welcome kits, or education and training literature, Clarity will partner with you to evaluate your needs and design a custom solution that will enable you to get the right information to your customers on demand. Clarity's solution will allow you to integrate your data directly into your document templates, giving you the flexibility to personalize documents. The solution is available at anytime, anywhere, through an easy-to-use online interface. Focus less on procedures and more on your business, while properly managing your cost, resource and distribution requirements.

Other benefits of the Clarity solution:

- A central, web-based application for secure access no matter where your employees are located.
- Create, manage and order materials via the Internet—greatly diminishing physical warehouse and labor costs.
- Greater up-sell and cross-sell opportunities by integrating your data with targeted and personalized marketing.
- View documents online to control workflow and ensure your customers are getting compliant information before the document is sent out.
- Enhance customer service by providing your call center with exact online representations of material received by your customers.
- Quick implementation and management of new document templates and targeted marketing messages to keep your branding current.
- Output your documents to any and all media—print, online, email, CD—and save on distribution, storage and obsolescence costs.

For more information about our solutions for on demand document marketing, contact Clarity at (203) 453-3999 or visit on the web at www.clarityssi.com.

