

Web to Media: Rapid Deployment means Rapid Savings



Over the next 30 minutes...

- Review Web to Media
- Traditional vs. Web to Media/SaaS deployments
- Where to start
- An example case study
- Summary
- Q&A

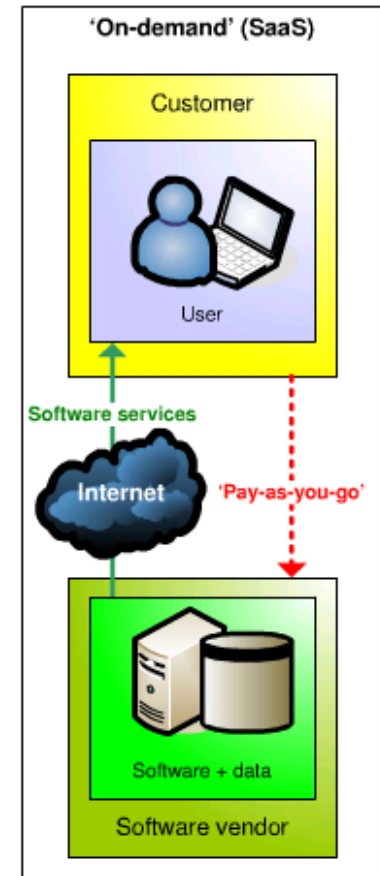
“Web to Media – What it means...”



- Prospect or customer receives communication that is:
 - HIGHLY personalized
 - Delivered to a variety of devices
 - May drive them to a variety of information sources

How it Works

- **Software as a Service (SaaS)** is a software distribution model in which applications are hosted by a vendor or service provider and made available to customers over a network, typically the Internet.
- Typically SaaS is:
 - Quicker to deploy
 - Lower cost
 - Minimal capital exposure



Traditional Deployment

1. Identify a need and/or opportunity
2. Gather requirements internally (including business case)
 - Establish capital budget
3. Search for potential vendors
4. Issue RFP
5. Review, selection and Proof of Concept
6. Project plan
7. Hardware procurement
8. Hardware deployment
9. Server software installation (on-site)
10. Desktop software installation (on-site)
11. Application design
12. Application build
13. Application testing
14. Application roll out



**12-18
Months**

Web to Media/SaaS Deployment

1. Identify a need and/or opportunity
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 - ~~Establish capital budget~~
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TRY IT!

**3-8
Months**

What does that mean?

- Requirements are much more current
- Team members still the same
- No capital investment required
- Low risk
- Project(s) can be launched much faster
 - Lower risk of losing budget due to long deployment process
- Address original opportunity faster

On-going Deployment Opportunities

- Less risk of obsolete software
 - Both client and server components
- Less risk of obsolete hardware
- On-going opportunities to try applications and features
- Less burden on IT across the enterprise



Where to start...

- Identify a Need and/or Opportunity that will:
 - Have an immediate impact on the business
 - Reduce Costs
 - Reduce overall internal and external project costs
 - Optimize output (print what you need)
 - Automate processes relating to document creation
 - Enhance Customer Communications
 - Speed of delivery increased
 - More targeted information
 - Multiple delivery channels (broader coverage)

Business Case Example

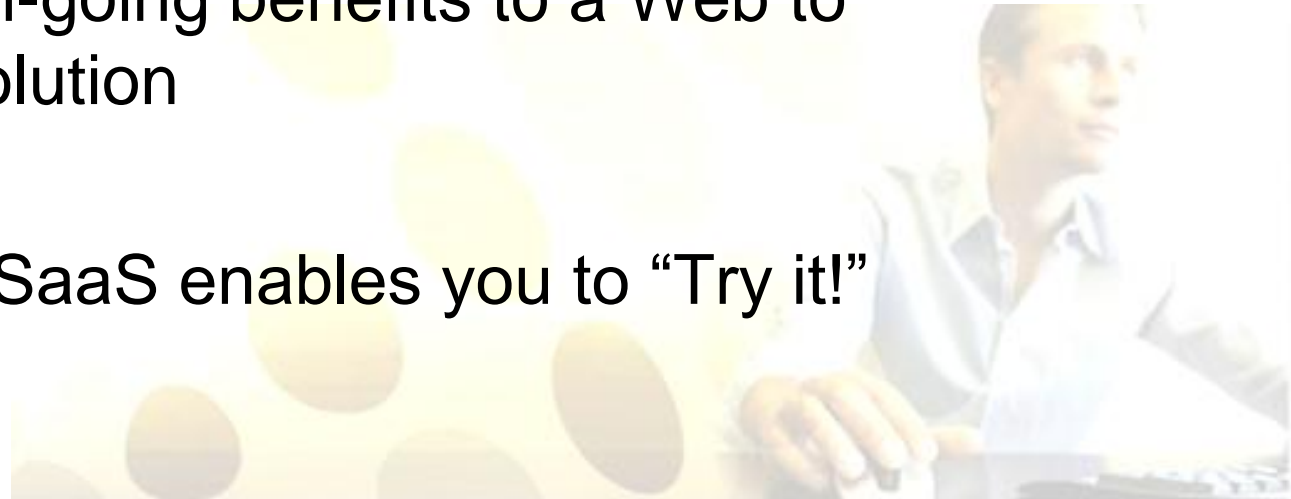
- “Before”
 - 100 sales collaterals for a product line
 - Documents are produced centrally and warehoused
 - Any personalization takes significant time to change content, obtain approvals etc.
 - Some documents printed locally but no brand control
 - Distribution needs to have more than just print to meet consumer demand
 - Management worried about another large software expense versus payback

With Web to Media

- Deployment in less than 6 months to ~1000 end users
- Reduced number of templates to ~20
 - Users could choose what they wanted and build material “on the fly”
- Low internal IT costs
- Reduced Costs
 - Print output cost went down ~40%
 - Delivery costs went down ~40%
 - Cost of time (updating, maintaining, approving changes etc..) went down ~50%
- Enhanced Communication
 - Fast, relevant content delivered in print, e-mail and to web-sites
- Risk
 - Web to Media / SaaS = Little upfront cost and fast deployment
 - Pay as you go enabled them to “try it”

Summary

- Speed to deployment = speed to benefits
- Look at other opportunity costs (i.e. IT workloads, cost of an RFP process, customer satisfaction)
- There exists on-going benefits to a Web to Media/SaaS solution
- Web to Media/SaaS enables you to “Try it!”



Hell, there are no rules here - we're trying
to accomplish something.

-Thomas Edison.

Where to learn more



- Xplor Global Conference
- www.tremware.com

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