# MARKETING MADE SIMPLE

# ontrack|workflow

# HAVING TROUBLE ENSURING ALL MARKETING STAYS CURRENT, RELEVANT & ON-BRAND?
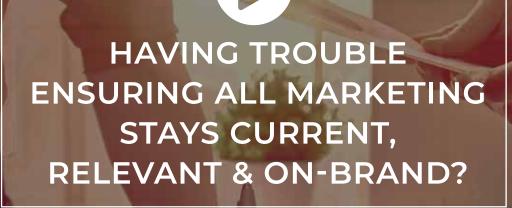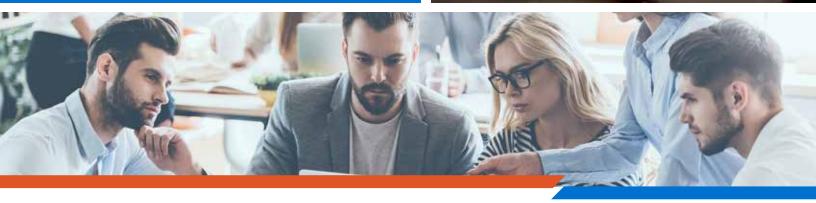
## WE CAN HELP.

With Ontrack Workflow you can manage and provide access anywhere at any time approved libraries of logos, creative materials, traditional and online advertising assets, content, sales assets, marketing kits, promo items and more. Based on rules you set, end-users can customize fonts, text, colors, images and sizes. You can keep your marketing on-brand while allowing users the flexibility to customize assets.

### Ontrack offers controlled flexibility.

- Flexible and personalized portal
- End-users access and customize assets based on rules you set
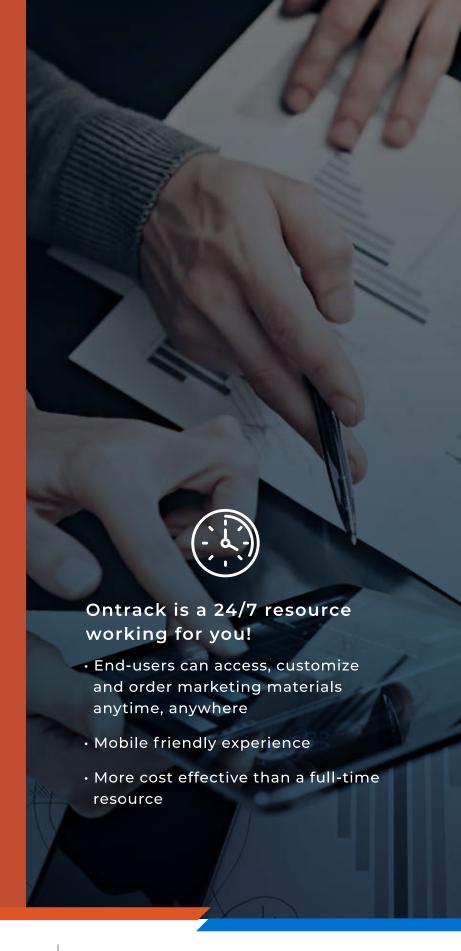- Multi-level approval process

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# HAVE MORE REQUESTS FOR NEW OR REVISED MARKETING ASSETS THAN YOU CAN HANDLE?

## WE CAN HELP.

With Ontrack Workflow you no longer have to worry about your team having to spend significant time creating, revising or ordering assets for Sales, the field, or other departments. It's all in the Ontrack system and end-users can order and customize assets themselves, saving you resources.

### Ontrack is a 24/7 resource working for you!

- End-users can access, customize and order marketing materials anytime, anywhere

- Mobile friendly experience

- More cost effective than a full-time resource

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# HAVE TO ORDER ASSETS FROM MULTIPLE VENDORS TO DISTRIBUTE TO THE FIELD QUICKLY?
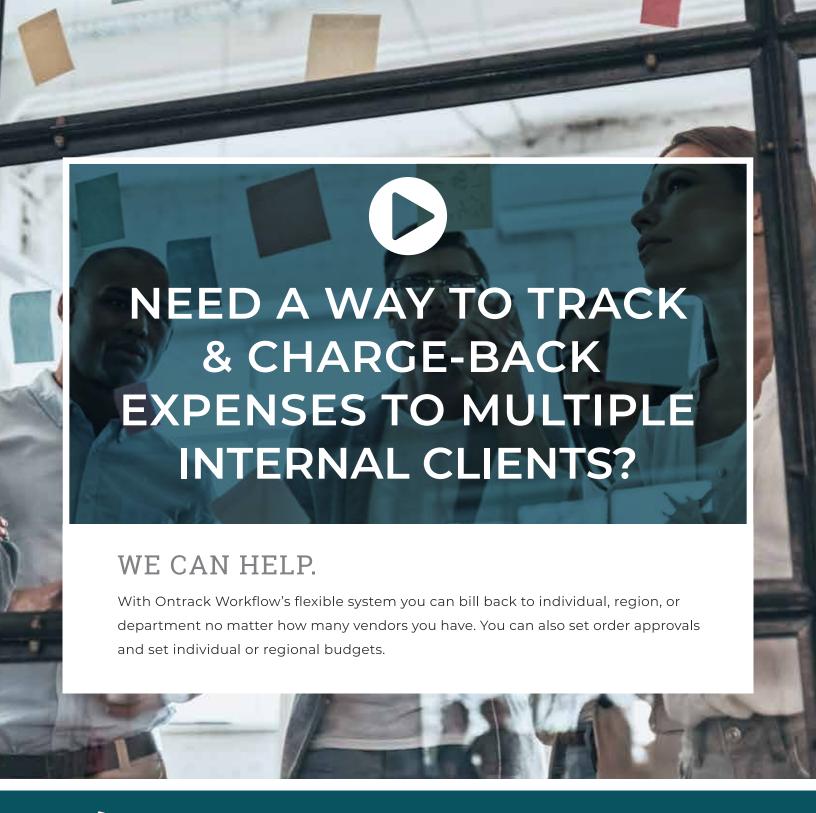
## WE CAN HELP.

Ontrack takes the pain out of ordering and fulfilling marketing materials from different vendors. Users can order materials from the online portal and Ontrack will distribute the order to the vendors you have designated to fulfill that order locally or wherever you choose.

**Ontrack can connect to any vendor you choose!**

- Features a robust API

- Assign products to any or as many vendors as you choose

- E-commerce capability

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# NEED A WAY TO TRACK & CHARGE-BACK EXPENSES TO MULTIPLE INTERNAL CLIENTS?

## WE CAN HELP.

With Ontrack Workflow's flexible system you can bill back to individual, region, or department no matter how many vendors you have. You can also set order approvals and set individual or regional budgets.

**Take control of ordering and spend levels!**

- Track spending by user, group and location
- Bill back to individual, region, or department
- Set order limits and budgets

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# DO YOU FIND IT DIFFICULT TO KEEP TRACK OF USAGE OF MARKETING ASSETS?

## WE CAN HELP.

Ontrack Workflow's reporting feature gives you the ability to find out which marketing assets are being used most, enabling you to determine success rates, optimize, plan and budget for the future. You can even track sales and cost at the local level.

**Get the reporting you need to increase performance!**

· Visibility into what is being ordered, who is ordering it, and when

· Customized reporting and dashboards to fit your needs

· Set reports for admins and/or user

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# ► FEATURES

## Ontrack Portal

Ontrack Workflow offers a flexible online portal capable of meeting your organization's growth and demand for marketing and sales assets. It's a 24/7 resource working for you. It can be custom branded for one or multiple brands depending on your organization's structure. Your team will appreciate the friendly interface and ease of use. Your organization will save hours of time and resources and, in most cases, the ROI is almost immediate.

## Workflow Management

Ontrack Workflow gives you access to a number of tools. Set order approvals with a multi-level approval process and control asset costs by individual and/or region. Establishing individual, departmental and regional budgets, in addition to various order, e-commerce and product workflows is all done easily through the Ontrack system.

## Brand Control

Brand compliance is easily achieved through Ontrack Workflow. Control, manage and provide access to approved libraries of logos and creative content while you give users the flexibility to customize fonts, text, colors, color schemes, images and sizes. A comprehensive solution that is easy to use, it virtually eliminates any room for error and reels in those "rogue marketers."

## Reporting & Analytics

Reporting is an important feature to understand usage, cost and inventory levels. Ontrack offers standard reporting that can be easily obtained. Reporting needs can also be unique to each client, so with Ontrack we can generate custom reports upon request. These reports can be easily viewed within the Ontrack resource portal. Administrators can also allow specific reports or information by user.

## Data Merge

It's not just for mailing anymore. Presentations, proposals and personalized target mailers have never been so easy and accessible to end-users. Simply obtain a desired database from one or multiple data sources. Then images, text and layout can be associated with specific fields to create professional looking pieces while maintaining your brand standards.

## Personalization

With Ontrack Workflow you can personalize or localize content, marketing collateral, advertising, training manuals, trade show materials, product guides, presentations, proposals and more. You can make it easily accessible to end-users anywhere, anytime using Ontrack.

## Vendorlink

Ontrack Workflow takes the inconvenience out of ordering and fulfilling assets from multiple vendors. Our Vendorlink™ module offers single-site/multi-vendor ordering for your network. Users can order collateral and supplies in one centralized portal and Ontrack will distribute the orders to the vendors you have designated. Optional features include administrator approval, vendor dashboard, and order tracking updates for users.

## Integrations

Ontrack currently features Salesforce integration and MailChimp email integration. In addition, Ontrack can easily integrate with any system on the market that has an API. These include CRM, Accounting Solutions, Marketing Automation, Point of Sale Systems, Print Management and others.

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