



i-comdirect - the power of personalised marketing

Maximise the potential of your marketing communications with DG3's fully featured online workflow solution

Introduction

When it comes to maximising the potential of your marketing communications, DG3's fully featured online workflow solution delivers just that.

Create, manage, report and analyse, i-comdirect helps you to significantly raise your return on investment.

Using nothing more than a standard web browser, i-comdirect offers you the ability to personalise, customise and target your marketing collateral with specific messages that communicate what you need to say.

Offering complete control over your brand identity, i-comdirect is easy to use and will enable you to communicate faster and more cost effectively than ever before.

Make the connection and ask for a demo.

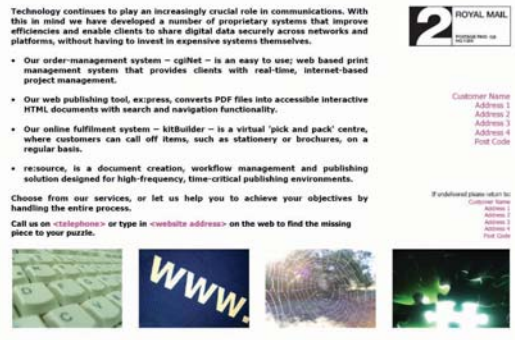
Key Features

- Intuitive solution delivers real-time results with no specialist software required
- Reach a specific individual with tailored messages and offers
- Ideal for corporations with large numbers of users in far-reaching geographical locations
- Guaranteed brand compliance through the use of product templates
- Real-time product creation and proofing
- Full visibility with online tracking and reporting
- Fast, efficient and secure with user access controls

Benefits

- Fast Turnaround
- Exceptional Quality
- ISO 9001 & 4001 printing facilities with QMP mailing — the quality standard for fulfilment and mailing
- Mailing and Fulfilment Service
- Time-efficient and cost-effective: no need to manage and co-ordinate multiple agencies or service providers
- Your brand and messages communicated effectively and consistently, across all media and audiences





A Case In Point

DG3 is regularly commissioned to develop and provide i-comdirect services in support of the Service & Marketing Campaigns of a major vehicle manufacturer.

The DG3 solution enables hundreds of dealerships across the country to create point of sale and marketing collateral which is customised with the dealerships information and then personalised for their customers.

i-comdirect is a full online workflow solution enabling users to interactively create, personalise and proof products in real-time prior to ordering online at which time DG3 manufactures and distributes these items directly to their customers.

Because the system is so intuitive and easy to use, dealerships can easily manage this process at a time that suits them, while maintaining full control and visibility over their marketing activities.

This advantage is seen specifically with the added value i-comdirect provides, delivering brand compliance, authenticated user access controls, full audit trail reporting and the provision of production, marketing and trend data which in-turn enables the corporate to monitor success rates and return on investment.

i-comdirect has delivered unprecedented benefits to the organisation, not only from an operational and efficiency perspective but also through the substantial sales generated as a direct result of the marketing activities managed through the DG3 service.



Unit C3, Enterprise Business Park, 2 Millharbour, Docklands,
London, E14 9TE, United Kingdom
T +44 (0)20 7531 0592
www.dg3.com

DG3 Group Services

DG3 is a leading global provider of global print and communications services with locations across four world regions and a world-class team of over 700 associates.

We believe in making a difference and we do this with some of the world's largest and most discerning organisations every day, delivering superior integrated communications solutions.

Our services include:

- Creative and marketing services
- Typesetting, document composition and regulatory filing
- Desktop, graphics and print outsourcing
- In-house litho and advanced digital printing
- Print binding and finishing services
- Mailing, fulfilment and distribution
- Document Process Outsourcing services

