



SmartBook

SmartBook – Clever Communication

Introduction

A simple online solution for your clients to build customised documents to print and / or download electronically

SmartBook is an online solution that allows potential customers to compile their own tailor-made document, choosing only the courses or services which they are interested in.

SmartBook enables you to respond to potential clients with a customized document whilst reducing your carbon footprint, print volumes and print and distribution costs.

SmartBook is an interactive marketing tool; capturing important data from your clients and using this to dynamically respond with relevant communications.

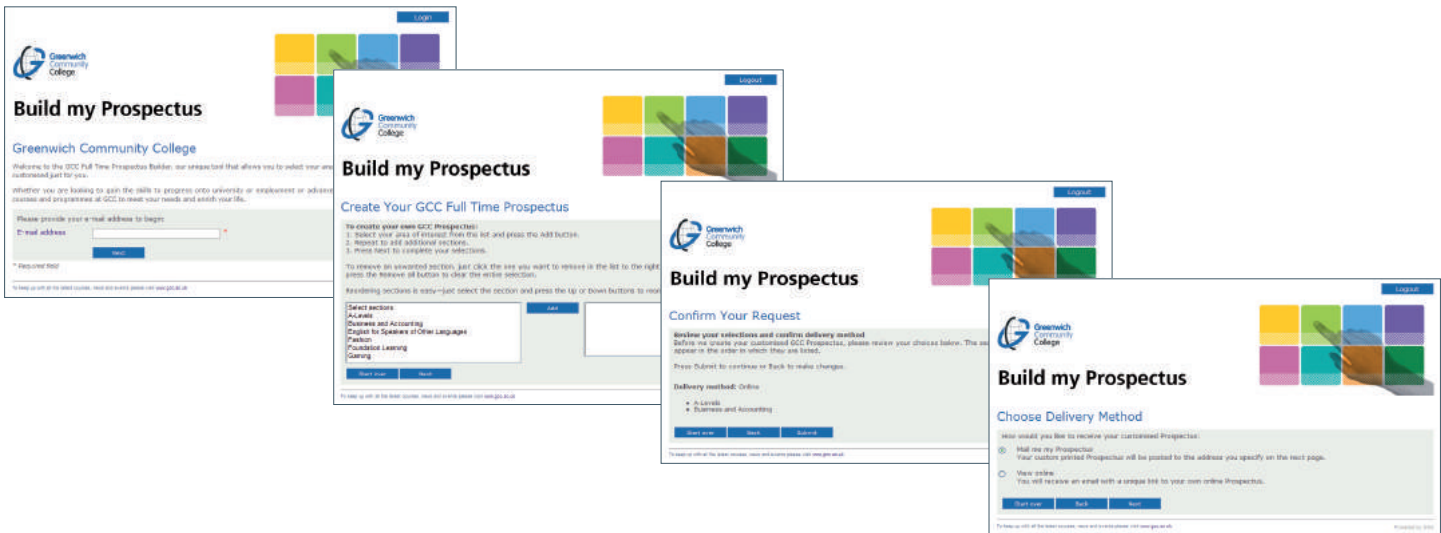
Key Features

- SmartBook is a very easy to use, web based application for ordering tailored electronic or printed documents
- SmartBook profiles clients based on their specific user data. This information is gathered from where the user visits on your website
- SmartBook holds generic information on your company, including profile, services and location
- SmartBook publishes to multiple outputs; HTML, digital print, mobile devices, email and PURL's

Benefits

- Increase awareness and interest
- Increase engagement opportunities
- Shows reductions in carbon footprint by lowering the number of pages printed and delivered - a personalised document has about 15% of the carbon footprint of a full one
- Maximise response rates with personalised mail and marketing communication





A Case in Point

Greenwich Community College is the largest provider of further and adult education in Greenwich. They provide a range of courses, serve over 10,000 students and employ a staff of 500 people. The college wanted to maintain their high level of marketing and advertising output but at the same time be able to work with a reduced budget and comply with their environmental policy by using less paper and condensing waste.

As well as providing conventional printing services, DG3 were able to help GCC meet their needs with offering the SmartBook solution (which was later branded Prospectus Master for use within the education sector). This allowed prospective students to view the prospectus online and then customise the document to their personal course interests and service needs, thanks to the sophisticated modern software.

GCC also have the added benefit of receiving site analytic statistics so that they can gain accurate, in-depth information on who was viewing their prospectus. They are now able to keep a track of how far their courses are reaching people and really understand the needs and profile of their potential users.

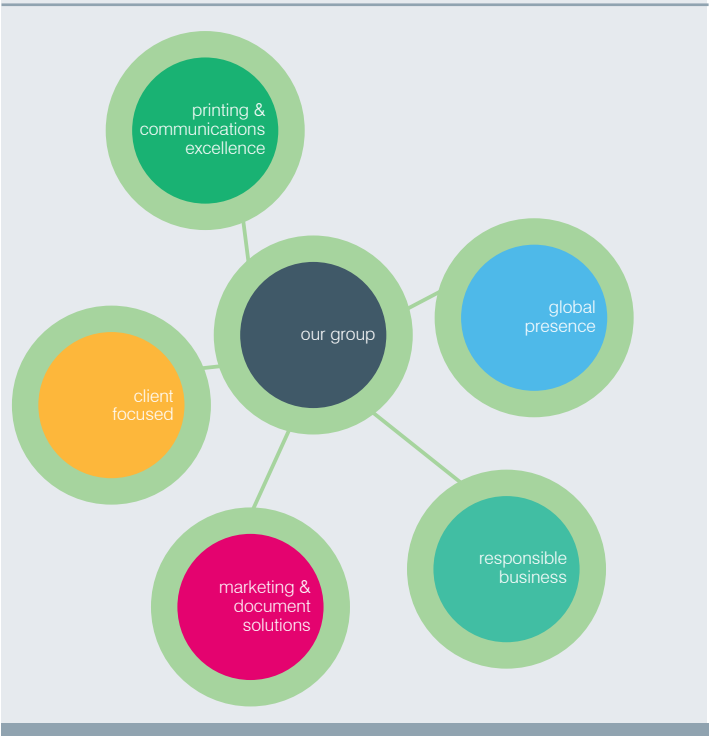
DG3 Group Services

DG3 is a leading global provider of print and communication services with locations across four world regions and a dedicated team working together.

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

Our services include:

- Creative and marketing services
- Typesetting & document composition
- Developing online management tools
- In-house litho and advanced digital printing
- Print binding and finishing services
- Mailing, fulfilment and distribution
- Document Process Outsourcing services



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