

Publications Management

Simplify Marketing Collaboration. Enhance Sales Productivity.

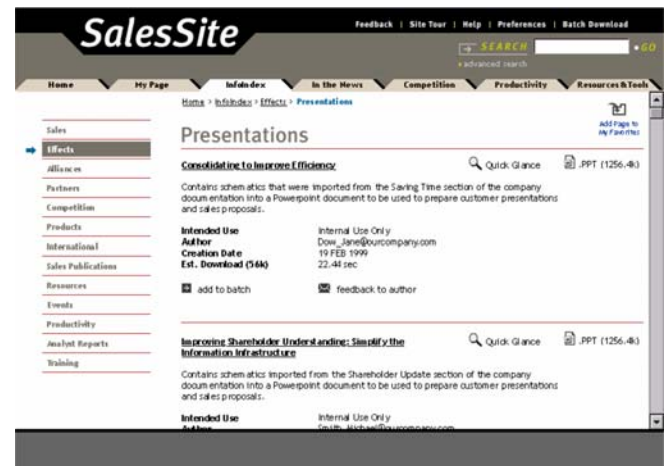
Leverage EMC Software's Web Content and Digital Asset Management Solutions

Burntsand's Sales and Marketing Resource Management Solution helps you empower your sales and marketing teams with customized access to critical corporate assets for use in presentations, advertising, proposals, etc. Give yourself a competitive advantage by eliminating wasted steps and reducing the time it takes to deliver accurate content.

Burntsand's Sales and Marketing solution is based on **EMC Software's Web Content Management and Digital Asset Management** modules; and can be integrated to many portal platforms.

Today, your customers have more options and more access to information than ever; and your sales and marketing efforts need to be smarter, more compelling and faster than your competition's. Consolidating and leveraging diverse, distributed and rapidly changing information is critical to successfully driving your sales and marketing organization, particularly as your competitors become increasingly sophisticated with their use of information. The fundamental way business is happening today – geographically dispersed workers, more independent work, and quick decision-making – creates a need for companies to gain value derived from the depth of untapped knowledge within their organization, and partner and customer networks. And between new employees and new products, keeping your marketing and sales forces on message and on target is impossible...or is it?

Burntsand can help you leverage best practices and avoid common pitfalls when delivering timely and accurate marketing assets to your frontline team and customers.





Burntsand's Sales and Marketing Resource Management Solution is targeted for companies that:

- Are utilizing inefficient processes and/or technologies for producing and publishing marketing content.
- Have a sales team or manufacturer's representative network that is often onsite with the client for some of this process.
- Need accurate information to respond to quotes and close business quickly and efficiently. When quick response is vital to winning profitable business, having the right information at your fingertips is essential to making the right business decision.

Business Benefits

Burntsand's Sales and Marketing Resource Management Solution helps you:

- Improve productivity by delivering accurate information when and where it's needed.
- Accelerate business processes that are mired in slow approvals or inefficient workflows.
- Promote collaboration by leveraging information with your employees, your partners and your customers.
- Reduce redundancy of efforts and costs by centralizing critical information access.
- Maintain consistency and accuracy with your frontline team by rapidly adopting key messaging and sales initiatives.
- Ensure the adoption of best business practices by using a common and controlled set of processes.

Solution Overview

Burntsand's Sales and Marketing Resource Management Solution is designed to eliminate inefficiencies in the asset management and usage process so that you can deliver accurate content in a timely manner while ensuring that all available assets are being considered for use and are used correctly.

Typical components include:

- Creative design reflecting a company's identity
- Personalization, roles & security
- Collaboration
- Support for mobile devices
- Localization
- Enhanced searching capabilities
- Common content repository
- Single point for publishing
- Navigation that supports the sales process
- Metrics for tracking and reporting
- Integration with back-end transaction and reporting systems

Solution Benefits

This solution collectively addresses the needs of sales, marketing and management, promoting greater collaboration and more efficient teamwork.

Assets are reviewed, approved and stored based on a customized workflow so that when it comes time to consume them in various applications, you can be sure that they are the right assets used by the right people, for the right application.