

**IF YOU HAVE QUESTIONS, WE HAVE ANSWERS**



**AdBuilderPro™**  
FROM GRAPHIC RESOURCE CENTER

**Q&A**

## **Questions about Organizing Marketing Information**

*“Can AdBuilderPro manage our marketing program’s information, assets and ads for all of our brands? We want to make them available to our distributors and dealers, but not all distributors and dealers carry all of our brands. Additionally, not all distributors and dealers are permitted to sell all products within a brand line, and some dealers represent special needs groups. For example, retailers who install or service will have assets and ads that are specifically created to promote their value-added services.*

*“This may be impossible, but can AdBuilderPro organize our program information, assets and ads so that users only have access to the items that apply to their business? Additionally, to make the system easier to use, can you allow users to navigate and search multiple ways?”*

**We provide the tools for our AdBuilderPro clients to achieve their objectives by doing business the way that they want to do business, and not by having to follow the restraints of an off-the-shelf software package. Clients can modify or change a user’s rights immediately, when necessary. (See user profiles on all sites and see image management for dealers on Rowe site.)**

### **Can AdBuilderPro do this...?:**

1. We want to clearly label and identify information, assets and ads by brand. **AdBuilderPro can.**
2. We want to organize information, assets and ads by brand. **AdBuilderPro can.**
3. We want to organize information, assets and ads by product type. An asset or ad may contain more than one product type. **We can program AdBuilderPro to follow your business rules.**
4. We want to organize program information and ads by campaign. **Again, AdBuilderPro will always follow your rules.**
5. We would like for AdBuilderPro to assign a unique name or ID to each graphic, photograph or ad template. **AdBuilderPro lets you write the rules.**
6. We want to brand or co-brand the user interface to have the look and feel of our Corporate website. **All AdBuilderPro sites maintain the look and feel of the Corporate or Consumer website.**

**Executive Summary:**

**AdBuilderPro is a rules-based system that adheres to our clients' marketing guidelines. The site that we build for each customer maintains the branding look-and-feel of the Corporate or Consumer website. Navigation to and from the AdBuilderPro site will appear to be seamless.**

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## **Questions about Delivering Marketing Information**

*“We want our AdBuilderPro site to be a one-stop shop for marketing information, providing users with a comprehensive view of all the materials available to help market our products. This might include access to brand guidelines, marketing bulletins, as well as browse-able catalogs of materials that can be ordered through other channels”.*

### ***Here’s what we want from AdBuilderPro:***

1. We want to include related content such as marketing bulletins, campaign instructions or brand guidelines. Content would be available as Web pages and PDF documents. **No problem with AdBuilderPro.**
2. We want the ability to access, print and download Press Releases that can be customized with contact information and logo based on log in. **No problem with AdBuilderPro.**
3. We want the ability to access, print and download PowerPoint Presentations that can be customized based on a pre-determined rule set. **No problem with AdBuilderPro.**
4. The ability to link to the Web Sites of other third-party vendors that supply marketing materials, such as clothing and incentives. **No problem with AdBuilderPro.**

### **Executive Summary:**

**All of your requirements for your Marketing Program Information are easily met with AdBuilderPro. Linking to third-party vendor sites to order material will require the co-operation and approval of third-party vendors in order to provide seamless navigation.**

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## **Questions about Managing and Delivering Images**

*“We wish to create a repository for static assets, including: logos, photography and line art. Partners would be able to log in and retrieve assets—either downloading them or arranging for assets to be delivered to a third party.”*

### ***These are our Requirements:***

1. The ability to search for an asset by product type. **Included**
2. The ability to search for an asset by filename. **Included**
3. The ability to search for an asset by campaign. **Included**
4. The ability to search for an asset by date/time stamp. **Included**
5. The ability to view a thumbnail of each asset. **Included**
6. The ability to support multiple file formats for Mac, PC and high and low resolution file formats. A single image might be available in multiple formats or resolutions. **AdBuilderPro image formats support both PC and Mac in high resolution for print and low resolution for proofing and web.**
7. The ability to select the file format and resolution needed. **Automatic, depending of usage.**
8. The ability to print an asset. **Absolutely, both low and high resolution images can be printed.**
9. The ability to preview an asset. **Absolutely. Assets are presented in thumbnail form which can be clicked for a larger display.**
10. The ability to download and save an asset. **Yes, but least recommended.**
11. The ability to send an asset to a specified recipient. **Yes, recommended but can be limited by the user’s email inbox. (This is PUSH technology)**
12. The ability to send a third-party a link to retrieve a specified asset. This function would need to be controlled so that the party could not gain access to the greater site and its content. **Yes, highest overall recommendation and the most secure. The recipient (can also be the user) controls when he PULLS the asset to his computer. This offers the greatest control.**

13. The ability to arrange for an asset to be physically delivered to the user or a specified third-party. **If the user or specified third-party does not have Internet access or cannot receive the asset through the system, GRC will download the image requested to a CD and ship in the manner that you specify. You will provide blank CDs and a FedEx or UPS charge account for shipping.**

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## **Questions about Building and Delivering Ads**

*“Many of our partners possess limited or no in-house graphic design or production capabilities. Often they produce work that breaks brand guidelines. And, sometimes, they incur production and pre-press fees when working with printing houses and regional advertisers. Therefore, we wish to enable our partners to easily access and customize marketing collateral for any of our brands without the need for special software, design training or access fees (if possible). We also wish to control the quality of advertising by ensuring that advertising follows brand standards.”*

**AdBuilderPro will enable your partners to produce advertising that meets all brand guidelines without incurring outside production costs. Partners can access and customize marketing material without the need to purchase expensive software or training. There are no access fees for usage and all ads created will meet the exact brand standards developed by you and your advertising agencies.**

### **Requirements:**

1. The ability to search for an ad by ad type. For example: magazine, newspaper. **Included. Many examples are available for review. You define the search criteria and we execute the criteria to your specifications.**
2. The ability to search for an ad by product type. **Included, see 1 above.**
3. The ability to search for an ad by filename. **Included, see 1 above.**
4. The ability to search for an ad by campaign. **Included, see 1 above.**
5. The ability to search for an ad by date/time stamp. **Included, see 1 above.**
6. The ability to see a thumbnail of each ad. **Part of search routines.**
7. The ability to select the file format and resolution needed. **Automatic, depending on the file and its usage.**
8. The ability for an ad to be customized based on pre-determined rules. **All AdBuilderPro templates are customized based on pre-determined rules.**
9. The ability for us to pre-approve ads created in certain templates. **All ads requiring pre-approval can be automatically submitted to you for approval and prior to the release of the high-resolution (or print) version of the ad.**

10. The ability for a distributor or dealer to electronically modify an ad with a logo and contact information. **Distributors or dealers can electronically modify an ad. This can be completely automatic, based on their profile or changed for one usage only. Logos may be uploaded into AdBuilderPro and stored with that user's profile. The logo will be intercepted by AdBuilderPro to determine its suitability for printing and may be rejected if it does not meet required standards. Uploading logos must be approved by you, since the logo represents an asset charge that will be billed to you or your user.**
11. The ability to preview an ad once customized. **The customized ad is dynamically built in the user's browser, where it can be previewed.**
12. The ability to print the ad. **The previewed ad can be printed to any laser or inkjet printer with excellent results.**
13. The ability to dynamically resize the ad. **Ads (or other print material) can be resized with the AdBuilderPro patented resizing module.**
14. The ability to select from a number of predetermined ad sizes. **A user can choose from the selection of AdBuilderPro templates or can modify the size with the AdBuilderPro resizing module.**
15. The ability to download and save an ad. **An ad can be built in the user's browser as it is downloaded and saved to his hard disk.**
16. The ability to send an ad to a specified recipient. **The user has the ability to download the ad himself, or to send a link to the ad to a specified recipient who builds the ad in his browser. This is of particular interest when the user is working at home on a 56K dialup connection, but has a high-speed connection at the office.**
17. The ability to send a third-party a link to retrieve a specified asset. This function would need to be controlled so that the party could not gain access to the greater site and its content. **The third-party link (it could be to the user or to the marketing department) is to a specific AdBuilderPro composition and cannot be altered or used to access the secure AdBuilderPro system or its contents.**
18. The ability to arrange for an ad to be physically delivered to the user or a specified third-party. **In the event that a user for some unforeseen reason requires that an ad be physically delivered via FedEx or UPS, the link can be sent to AdBuilderPro for downloading to a blank CD furnished by the customer. Shipping will be billed to the customer's account.**
19. The ability for a user to save and name "finished" ads to their account for use at a future date. **A user can send a link to himself and dynamically build the finished ad in his browser. He can save the finished ad or the Composition table link for use at some future date.**

20. The ability to capture information regarding ad placement. **This will require completing a form field before ad construction begins to capture ad placement information that must be included in the Composition table.**
21. The ability to download a pre-recorded radio spot. **Can be downloaded as MP3 files.**
22. The ability to request a CD of a pre-recorded radio spot. **A web-form requesting a pre-recorded radio spot can be forward to the fulfillment house. The web-form will automatically include the user's physical address (shipping address) or the address of a third-party recipient. Tracking tools, including acknowledgement of the request, and shipping information can be included.**
23. The ability to email or send a link to a pre-recorded radio spot to a specified recipient. **A basic feature of all of our systems.**

### **Executive Summary on Categories of Advertising:**

**AdBuilderPro will handle almost any category of advertising, from Magazine, to Print to Radio. From customized color to black and white. Other important categories that may result are Newspaper, Direct Mail, Door Hangers, Truck Decals, Billboards, Yard Signs, Invitations, Store Signage, POP, and dealers' corporate identity material (business cards)...all of which can be produced at negotiated savings of up to 50%.**

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## **Questions about Administering AdBuilderPro**

*“For the purpose of security, reporting and appropriately controlling access to brand assets, We want AdBuilderPro to mirror (as closely as possible) the relationships between itself, its own dealers, its distributors and its distributors’ dealers when setting up accounts and permissions. We also desire that our field managers and regional distributors have some administration privileges.”*

**Every AdBuilderPro site adheres to the business rules and market strategies of our customers. Your AdBuilderPro site will meet all of the current requirements and provides ample opportunity for future system enhancements.**

### **Account Management Requirements:**

1. We need the ability to set up secure accounts for our employees, our dealers and regional distributors. (We would effectively be the distributor associated with each of our dealers.) **AdBuilderPro provides for account segmentation down to the dealer level. Distributors can be given the tools to manage their dealer accounts in the manner most favorable to the parent.**
2. We want each regional distributor to have the ability to set up accounts for each of its dealers. Each dealer account would be associated with a distributor. **AdBuilderPro help is available to distributors in setting up their dealer accounts. The dealer names should be invisible to all but their distributor, but the information developed in AdBuilderPro should be consolidated by distributor to give real meaning to the potential of the ABP data.**
3. AdBuilderPro must have the ability to capture and maintain the relationship between a distributor and its dealers, revealing or restricting a distributors’ access to dealer account data according to these relationships. **AdBuilderPro is customized to meet all current business relationships.**
4. AdBuilderPro must give the parent or a regional distributor the ability to assign *attributes* to a dealer account, such as (but not limited to) the brand lines a dealer carries or servicing retailer status. **Customizable, according to your business rules. See Rowe for example.**

5. The ability for the parent (or a regional distributor) to restrict access based on the brand line(s) a dealer carries. **Customizable, according to your business rules. See Rowe for example.**
6. The ability for the parent or a regional distributor to add or delete a dealer at any time, preferably through an online interface. **This is included in the AdBuilderPro Administrative Module. A dealer can be added, deleted, or his status changed, through an online interface.**
7. The ability for the parent or a regional distributor to modify the account permissions of a dealer at any time, preferably through an online interface. **This is included in the AdBuilderPro Administrative Module. A dealer's permissions can be modified at any time through an online interface.**
8. The ability for each distributor/dealer to include business name, contact information and logos as part of the account information, preferably through an online interface. **Initial account setup for a distributor/dealer will be through a web-form. The user will submit his account and contact information and email address. The account manager module will email the distributor/dealer a password. The distributor/dealer can then access the system with the email account being the user name. An alternative is for the client or its distributors to supply this information in either spreadsheet or comma-delimited ASCII form for uploading into the system by GRC.**
9. The ability for the parent, a regional distributor or a dealer to update their account information at any time, preferably through an online interface. **This is included.**
10. The ability of the system to automatically email account updates to a specified manager at the parent or regional distributor. **The web-form used for account updates can automatically be emailed to the appropriate supervisor.**
11. The ability for AdBuilderPro to export a flat file of distributor and dealer account information for use in synchronizing information with other data-management systems at the parent. **Distributor and dealer account information may be exported as an Excel spreadsheet for use with other data-management systems.**

### ***Maintenance Requirements:***

1. The ability for the client to add or delete marketing program information, press releases, PowerPoint Presentations, graphics, photography and ads, preferably through an online interface. **Requires a special program module, similar to custom modules written for Thomas & Betts and Berkline Furniture.**
2. The ability to replace marketing program information, press releases, PowerPoint Presentations, graphics, photography and ads with updated versions, preferably through an online interface. **Requires the special program module referenced above.**

3. The ability for the client to move press releases, PowerPoint presentations, graphics, photos or ads from an “available” status to an “archive” status, preferably through an online interface. Archived assets would only be available to internal employees, and would not be available for use by regional distributors or dealers. **Can be accomplished through a simple “switch” that is accessed through an online interface. An asset can be returned to “available” status in the same manner.**
4. The ability for the client to create and add new ad templates to the site, or work with a service provider who can assist in building the templates and rule sets associated with customizable ads. **The client or its advertising agency will create new ad designs that will be converted into templates. GRC will build the templates and the rule sets for customizing ads.**

### ***Reporting Requirements:***

1. The ability for the client and its regional distributors to run reports on the activity of its dealer accounts, including usage, number of downloaded assets/ads, popular downloads, and potentially the placement of ads. **The reporting modules currently allows a supervisor to access the Composition Table data or the ImageVault table data in their entirety. The reporting module is a custom module that can be programmed to address all of a client’s additional requirements.**
2. The ability for the client to run reports on the activity of its regional distributors’ accounts. These reports would largely be summaries of dealer data by regional distributor. **Can be added to the reporting module. In order for this to be meaningful, data should not be summarized, but should omit all references to the dealer and his location. Data can then be massaged in Excel to determine market trends, etc.**
3. The ability for a dealer to review the activity of their own account. **Can be added to the reporting module so that a dealer only can see or review the activity of his account alone.**

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## **Questions about Technical Issues of the Site**

1. The ideal solution would not require the user to have any special software or hardware, and would preferably be Web-based. **AdBuilderPro is a web-based application. It requires only an Internet connection, a web-browser, and Acrobat Reader, a free download from the Adobe web-site.**
2. The ideal Web-based solution would not require a high speed Internet connection, but should function well at a dial-up speed of 56K. **AdBuilderPro was developed to function satisfactorily at 56k dial-up speeds. Intensive downloading of large graphic files can be off-loaded to a publisher or printer with a high-speed connection.**
3. The solution must work on both the MAC and PC platforms, and should be compatible with Windows 98, Windows 2000 and Windows XP. **AdBuilderPro works with both the MAC and PC platform and has been certified for use with all currently used browsers.**
4. The solution must be available 24 hours a day, 7 days a week. **AdBuilderPro is available 24 hours a day, 7 days a week.**
5. Users should have the ability to reach customer service/technical support specialists during business hours. **Free technical support and customer service is available during business hours.**