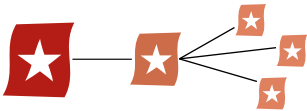


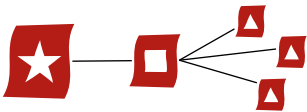


Market gain, less pain.

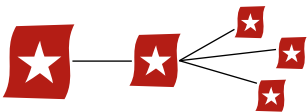
Mixed messages: How consistent is your marketing?



Weakened brand: Does the strength of your message get diluted at each step away from corporate marketing's original plan?



Inconsistent brand: Does your brand message get altered as it moves away from corporate marketing to the field?



Strong, stable brand: With Digital Flywheel, messages remain stable and consistent throughout the channel thanks to campaign controls and centralized templates that are designated by a brand manager.

visit www.digitalflywheel.com
call 1-212-575-5609
email info@databasepublish.com

Finally, a dependable way to get more personal with customers.

In today's message-saturated world, targeted marketing offers your company a powerful competitive advantage. Unfortunately, launching such a campaign can require a significant amount of time, resources and money. And by inviting people from your extended sales and marketing force to participate in the creation of high-quality collateral materials, you risk losing control of your brand.

OFFER YOUR TEAM ON-DEMAND COLLATERAL

Digital Flywheel™ was developed to give your sales people and channel partners a way to maximize customer interactions without sacrificing control over your brand. Give those staff and partners closest to customers a way to instantly access spectacular creative materials online and customize them for any opportunity with Digital Flywheel's easy-to-use, self-serve webtop publishing interface.

EXECUTE PERSONALIZED PRINT CAMPAIGNS

Along with collateral on-demand, Digital Flywheel also lets you automatically create versions of high quality materials so that you can reach customer segments in a personalized way. It does so by reliably connecting to your company's data sources for customer, geographic, and even creative content for any campaign. The Result: Higher customer conversions at a lower cost per campaign.

BUILD AND MAINTAIN GLOBAL CONTROL OF YOUR BRAND

With top-down brand asset control and campaign rules, Digital Flywheel lets anyone create marketing collateral that stays within the guidelines you have set for your company's brand message.

DRAG-N-DROP SIMPLICITY

With Digital Flywheel, anyone can create well-designed brand collateral at any time using a secured, web-based system for accessing brand assets.

MULTI-CHANNEL EXPERT

Enhance printer relationships by delivering jobs as high quality PDF, PostScript, QuarkXPress and even JPG files for preview.

DATABASE CONNECTIVITY

Avoid the hassle of another data warehouse by installing Digital Flywheel and connecting it to your current data sources.

STANDARD DESIGN PLATFORM

Avoid proprietary software by leveraging your investment in QuarkXPress for easy-to-load templates that render instantly in a Web browser.



One brand. Multiple channels. Infinite possibilities.



You have the brand. You've identified your market opportunity and your strategy. You have a network to facilitate sales. Now get the tool to reach your customers with intimacy, efficiency and effectiveness – Digital Flywheel™

Target the Message
through database driven content and timely, relevant offers.

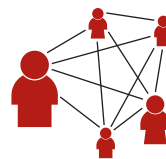
Maintain Control of Your Brand
with design templates, locked logos and creative copy that is set by brand managers.



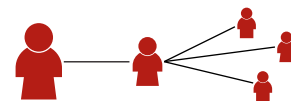
Personalize Your Communications
with artwork and copy that has the greatest impact on each customer.

Distributed communications management: less stress, more sales.

A significant amount of time and resources can go into launching a targeted marketing campaign. The lefthand chart shows a typical flow of brand information between central or district managers and dealers, agencies, printers or other organizations participating in your brand's communications. Righthand chart, Digital Flywheel provides a more linear communications model to make central management of a campaign more efficient.



Chaotic brand communications



Distributed, managed brand communications with Digital Flywheel

To learn more about Digital Flywheel and what it can do for your marketing efforts, go to www.digitalflywheel.com and request a guided demo today. Or for more information, call 1-212-575-5609.