



HP Retail Marketing Automation On Demand

Overview

HP Retail Marketing Automation On Demand is a collateral management solution designed for retail store-front operations or any enterprise organization looking to streamline marketing operations, increase the efficiency of signage and marketing collateral production, reduce costs and increase customer reach.

The solution provides customization, production and fulfillment of marketing communications materials via a single portal. With the flexibility to adapt targeted marketing and messaging to an ever-changing local market quickly and efficiently, the solution can create and print in-store marketing materials (collateral, shelf-edge labels and signage) in a matter of hours, when needed and in the quantities desired.

The HP Retail Marketing Automation On Demand Solution uses a standard web browser, so authorized users within an organization can access centralized marketing materials from any web enabled device to personalize, edit and order materials that fully comply with brand requirements.

HP Retail Marketing Automation On Demand places control of collateral creation and distribution back into the hands of the owner, giving the ability to create and print highly targeted marketing materials, flexibly change messaging and minimize order quantities – either onsite using one of HP's award-winning LaserJet or DesignJet printers, or through HP's certified print network.

Key features and benefits

- Ability to view and manage all print orders in one central location
- Eliminates wasted supplies and signage by printing only necessary materials, when needed
- Helps cut marketing costs by tightening creative cycles, decreasing agency fees and eliminating change orders
- Enables control of imagery and copy to adapt marketing and messaging to an ever-changing local market quickly, efficiently and cost-effectively
- Helps ensure store signage is synchronized with promotions
- Streamlines marketing operations – integrating and automating marketing and printing processes (lowered costs, improved turn around)
- Creates personal, highly targeted customer communications; increases response rates, brand awareness, customer retention and return on investment
- Ability to control which sections to customize and which to “lock” preserving brand

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integrity

- Allows brand owner control to keep logos, labels and other content consistent

Availability

HP Retail Marketing Automation On Demand is expected to be available in September 2009 for North America and Latin America. Contact an HP sales representative for additional information.

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