



Deliver custom collateral to your sales and marketing network, quickly and effortlessly.



The Challenge: You need a simple way to deliver custom collateral on demand while protecting your corporate brand. Marketing through a dispersed sales and marketing organization typically means fielding daily requests from channel representatives for marketing materials. On top of that, many representatives want collateral customized for their local needs. Fulfillment can quickly turn into a full-time job for your marketing team. Meanwhile, some of your representatives may be creating their own collateral, compromising your corporate brand with improper use of logos, fonts, colors and graphics, as well as with amateur design and poor print quality.



Your Solution: ZUZA solves this challenge with a wonderfully easy-to-use online platform called **ZUZA MAM™** (Marketing Asset Management). ZUZA MAM completely automates the task of delivering custom collateral to your organization, giving your users what they need on demand while keeping all collateral consistent with your corporate brand standards.



Immediate Benefits:

- **Massive time savings.** ZUZA MAM completely removes the daily burden of customizing and fulfilling collateral for channel representatives, freeing your marketing team to focus on other essential activities.
- **Scales to any size organization.** No matter how many users you have, ZUZA MAM automatically handles all of their requests with the same high speed and efficiency.
- **Maintains your best brand.** ZUZA MAM keeps all of your marketing materials completely brand compliant and produced according to the highest print standards.

- **Manage many types of marketing material.** Store and manage brochures, flyers, catalogs, direct mail pieces, stationery, emails, point-of-purchase materials, web landing pages and more on the ZUZA MAM portal.
- **No more obsolete materials.** On-demand customizing and production let your users order smaller quantities with the same efficient pricing, eliminating excess collateral inventory.
- **ROI tracking.** As your users consume materials, ZUZA MAM keeps a detailed history of all orders, letting you instantly see how and where those materials are being used.
- **Outpace your competitors.** ZUZA MAM's online portal gives your channel representatives instant access to the customized marketing content they need now.



How it Works: ZUZA MAM completely offloads the work of fulfilling collateral directly to your users with a self-serve online portal that's very easy to use. Users can log into the portal with any web browser to customize and order materials on their own, with speedy turnaround straight from ZUZA's high-end production facility or via PDF download. The online process couldn't be simpler, taking just minutes to complete.

ZUZA MAM keeps your brand safe by converting your marketing materials to templates that lock your company's core branding elements. You decide which text and graphics are off limits, which can be customized, and what permissions your users have to make changes. ZUZA MAM makes it very simple to manage it all with its intuitive administration panel.

See what ZUZA MAM looks like ►



ZUZA MAM™ scales to serve any number of users with a self-serve portal that keeps your brand protected.

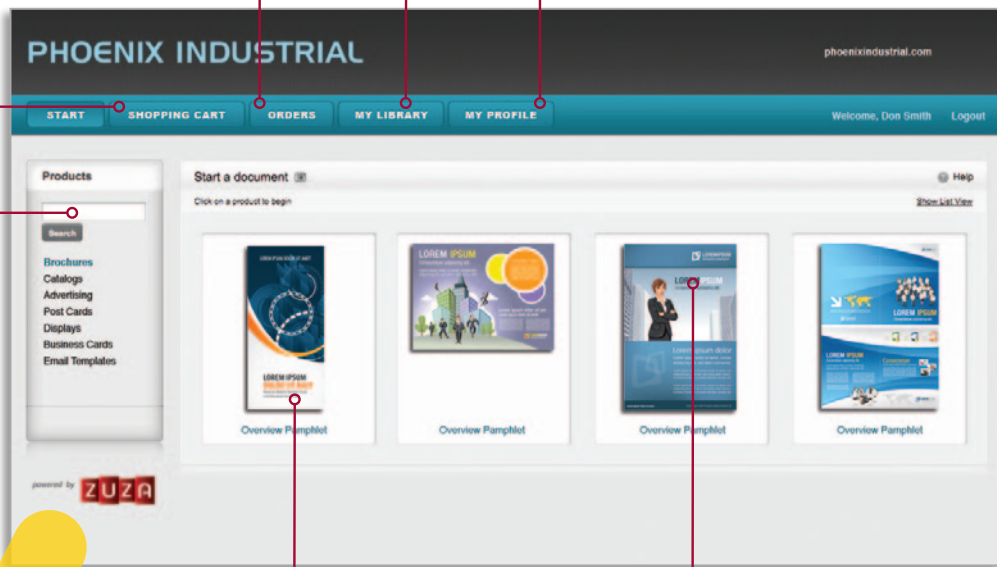
Instantly view current order status and past order history.

Add commonly used graphics and other elements to your personal user library.

Access your personal user settings, with individual permissions set by corporate.

Easily add collateral you've customized to your shopping cart. Checkout is as easy as using an online store.

Select from categories of collateral or search for specific pieces.



ZUZA MAM Self-Serve Portal

Select the asset you'd like to customize.

Corporate branding elements are locked in collateral templates to maintain a consistent brand across your organization.



About ZUZA: ZUZA supports marketers to be Champions with a web-based platform that automates creating, producing and fulfilling customized marketing materials while ensuring a consistent brand. This powerful solution makes tailoring collateral for multiple marketing channels remarkably easy, fast and cost-effective. ZUZA's all-in-one marketing solution includes full-service printing and comprehensive mailing support from the company's state-of-the-art production facility.