

QUARK BRAND MANAGER

THE CONTENT AND BRAND PLATFORM FOR MARKETING

Amazing content makes for extraordinary customer experiences but manual processes impact both creativity and efficiency. Quark Brand Manager is a unified content and brand platform that radically changes how global marketing teams create and publish content:

- Unlock marketing content from file formats by creating reusable content components
- Automatically assemble and update brand-compliant marketing
- Empower regional marketing teams to create approved, localized collateral
- Differentiate the customer experience by letting your sales teams access marketing content on the latest mobile devices
- Increase marketing efficiency by up to 80% by eliminating manual processes and duplicate content creation
- Streamline collaboration, review, approval and production processes
- Refresh content and brand resources in marketing collateral at any time
- Deliver content and brand resources to existing marketing systems
- Rely on a world-class cloud infrastructure to enable browser-based, global 24/7 availability that scales dynamically with your business
- Leverage advanced geo-redundancy to ensure content and brand resources are replicated and accessible to users globally with optimum performance



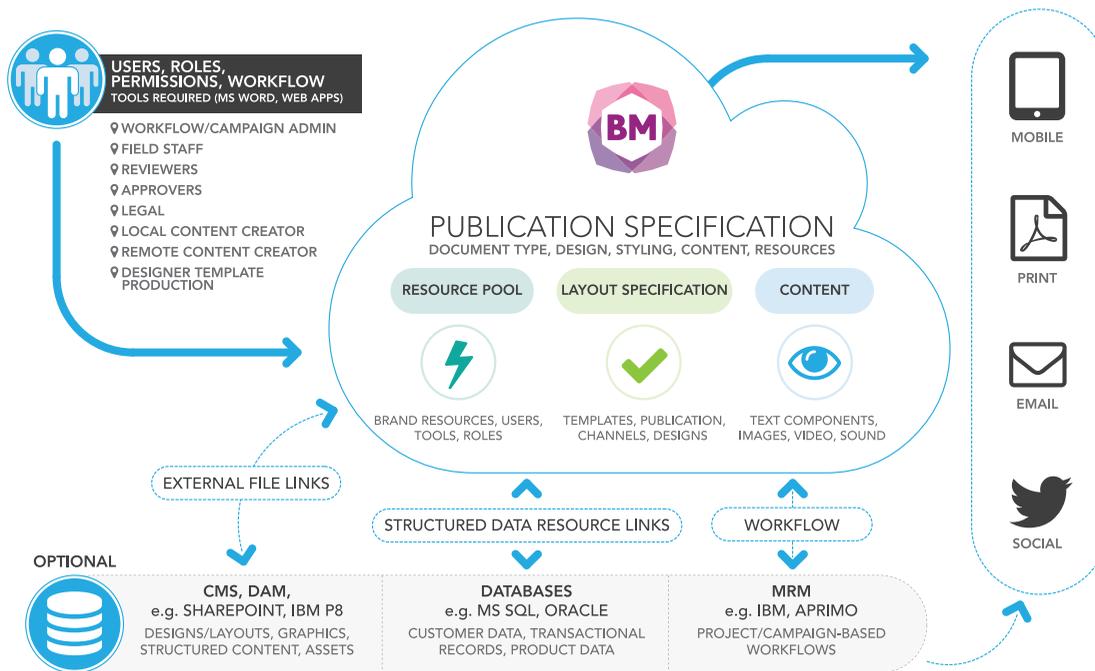
SOLUTION HIGHLIGHTS

Create Reusable Content Components

By unlocking marketing content from proprietary documents and file formats, marketing writers can create media-independent content components (Smart Content) that can easily be packaged for different campaigns, collaterals, audiences and channels. No more copy and paste and no more content duplication.

Automatically Assemble Brand-compliant Marketing

Dynamic templates enable marketing teams to automatically assemble collateral for different brands, products, campaigns and media types by combining reusable content components and brand resources. This includes generating print, PDF, HTML5 and other formats, eliminating manual production processes and ensuring brand consistency.



Quark Brand Manager High-Level Overview

Dynamically Update Content and Brand Resources

Marketers need to continually refine messaging in order to maximize results. Quark Brand Manager manages content and brand resources independently, so you can refresh content, colors, logos, taglines and more at anytime, and the changes ripple through to every impacted marketing asset - automatically.

Collaborative Localization with Regional Marketing Teams

Regional marketers create localized marketing content from templates that account for language, locale and page size variations, collaborate with local agencies and incorporate regional and corporate approval workflows in real-time. The result is efficient regional marketing that doesn't compromise the brand.

Mobile Sales Enablement

Deliver marketing content directly to your field sales team and branch offices using a secure, internal, branded app. Include optimized interactive experiences with animation and video as well as more traditional files such as PDFs, Microsoft Word, Excel and PowerPoint presentations.

Customize at Corporate, Regional and Field Level

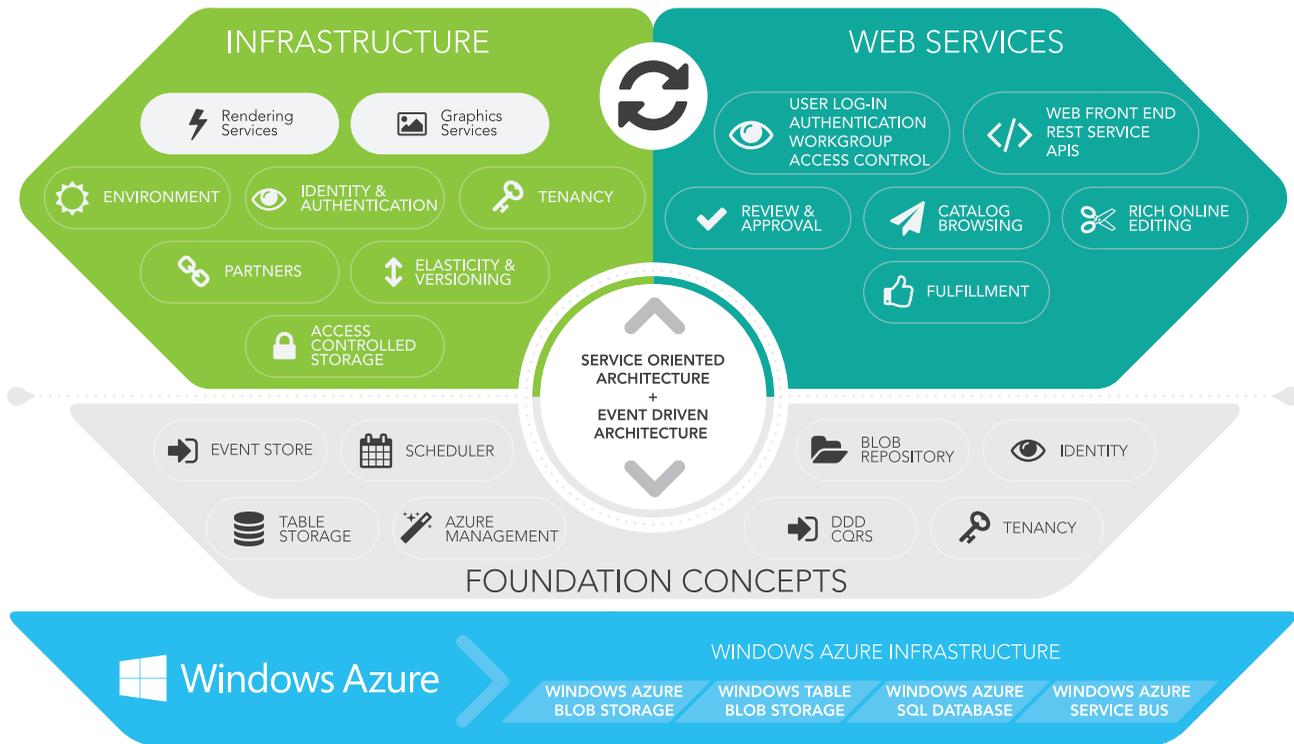
Access to any element of a marketing deliverable can be controlled. A regional marketing team may have access to switch out images to ones that are culturally sensitive to their local market whereas a brand or field sales rep may only have permission to customize their contact details.

Web-based Review and Approval Workflows

Eliminate the error-prone PDF and email review and approval cycles that delay campaigns and time to market. Built-in review and approval workflows enable content creators, designers, reviewers, legal and compliance experts to work collaboratively to annotate, approve, reject and delegate based on their role.

Integrates with Existing Marketing Platforms

Integrated marketing campaigns require a variety of systems for email, social media, marketing resource management, Web content management and more. By integrating Quark Brand Manager you can draw on a unified content and brand platform to drive all of your marketing platforms efficiently.



Quark Brand Manager Architecture

Professional Print Output

Quark's industry leading layout and graphics technology is deployed natively as a cloud service. So you can apply the full range of professional layout and print capabilities required to deliver consistent global branding. Optionally access a nationwide network of print providers or integrate directly with your preferred print provider.

Role-based Access Control

Designed specifically with marketing in mind, you can configure user roles and connect these to workflow positions, authoring modes and resources. Resource pools control access to marketing assets such as graphics, content, design templates, logos and more.

Supports 35+ Languages

The underlying engine supports hyphenation and output for more than 35 languages including Cyrillic fonts and Japanese, Traditional Chinese, Simplified Chinese and Korean layouts. Work with East Asian typographical concepts such as vertical story text, hanging characters, phonetic text reading (rubi), character grids and more.

Global 24/7 Availability

Quark Brand Manager is a Software-as-a-Service (SaaS) solution running on Microsoft Azure. That means it's easy to setup and deploy and leverages a global network of Microsoft-managed datacenters. Microsoft delivers a 99.95% monthly SLA.

High Performance and Geo-redundancy

Everything in Quark Brand Manager has been architected and developed from the ground up for cloud deployment. It uses cloud services to provide distributed access to the resources that you need and high fidelity rendering from the closest possible Azure datacenter to wherever you are in the world.

BENEFITS

World-Class Marketing Efficiency

While marketing results are what count, how you get there matters too. Quark Brand Manager has been shown to increase marketing efficiency by up to 80% through the elimination of many manual processes such as copy and paste, duplicate content creation, the manual production of collateral variations, PDF mark-up and time-intensive email review and approval. If you want your organization to have best-in-class marketing efficiency, Quark Brand Manager delivers.

Reduce Global Time to Market

Empower regional marketing teams with the ability to self-serve marketing for their geographies within approved corporate guidelines. By reducing the long cycle times that typically characterize execution of global marketing programs, campaigns and product launches, you can get to market faster and have everyone spend less time on localization processes.

Streamline Compliance and Regulatory Control

With a single source of truth for your content and brand, you can be assured that the correct versions of content such as legal text or partner logos, are being used across all of your marketing. What's more, the Web-based user interface and access controls enable other departments outside of marketing to easily participate in review and approval processes.

Drive Sales Effectiveness

Ensuring a large, distributed sales team is using the latest and greatest marketing content and collateral can be challenging. It can also be extremely costly as print materials sit languishing in warehouses because they're rapidly out of date. Not only does Quark Brand Manager enable the sales team to self-serve and customize sales enablement materials on demand, the optional mobile sales enablement app enables sales reps to access interactive sales tools directly on their tablet or smartphone. Make your sales team more efficient and effective.

Increase Brand Loyalty

Brand and content are now inextricably linked. A strong and consistent brand can increase customer loyalty, reduce price sensitivity and build a defensible market share. With Quark Brand Manager you can oversee your content and brand across geographies, product lines and marketing channels. What's more, as content and brand resources are referenced rather than replicated in all marketing, you can respond with agility to market dynamics whether that be as simple as refining content for a target persona or a complete global brand refresh.

Unlock your content to drive superior customer experiences - everywhere.

ABOUT QUARK SOFTWARE INC.

Quark's software enables organizations of all sizes to meet customer demand for engaging, relevant communications when, where and how they want them. Our solutions combine the power of XML with flexible layout and design to automate the delivery of customer communications to print, Web, and interactive experiences on the latest digital devices. Financial services firms, manufacturers, and governments around the world rely on Quark solutions to elevate customer communications to new levels, reduce time to market, and lower costs.

To find out more about Quark Enterprise Solutions visit www.quark.com/enterprise or contact us at www.quark.com/contact

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