

**GROUP BUYING  
POWER**

**REPORTING  
CAPABILITIES**

**VISUAL IDENTITY  
CONTROL**

**INVENTORY  
MANAGEMENT**

**DISTRIBUTION  
SERVICES**

**PROecom**  


**COLLATERAL  
MANAGEMENT**

# PROecom Solutions: Collateral Management

Implementing a successful collateral program presents an opportunity to discover new ways to streamline your processes. Between procuring quality materials, managing inventory, enabling customization and performing periodic updates, creating and maintaining a collateral program is a major investment of time and resources. Let Proforma be your one source for collateral management and, through our network of infinite resources, we will handle all of your collateral needs with one state-of-the-art turn-key Collateral Management Solution.

Proforma's online solution utilizes a technology called PROecom to manage all of your printed collateral through one streamlined solution. Your custom PROecom solution provides the tools to create customized brochures, protect your company's visual identity and eliminate obsolescence and waste. With Proforma's Collateral Management Solution, your entire team can have permission-based-access to high end, graphically enhanced marketing materials that professionally and effectively communicate with your customers.





## PROecom Success

### One Source.

A large manufacturing company approached Proforma looking to consolidate their print procurement and streamline the stationery ordering program for their six offices nationwide. Their Proforma Professional was quick to suggest a Collateral Management Solution powered by PROecom. Proforma would become their one source and manage all of their printed materials through PROecom, making it simple for employees in any of their six major offices to order printed materials.

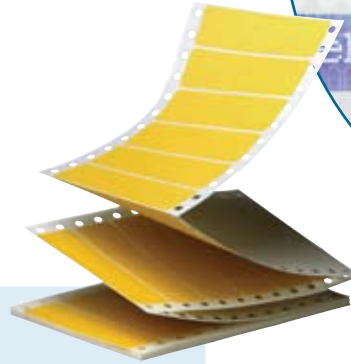
### Infinite Resources.

Within a few weeks, their Proforma Professional had procured the quality products to produce all of their collateral and stationery; their custom online collateral store was up and running. When they realized how much PROecom improved their processes, the manufacturing company asked to add promotional products and wearables to the site, making them available to all six offices nationwide.

### Excellent Results.

The customer quickly realized a major savings through Proforma's Collateral Management Solution. All of their print and promotional materials including collateral, business forms, stationery and financial documents were readily available and could be customized by their individual offices to appeal to local markets. With the inventory management system, they were able to update materials quickly with little to no waste and implement changes in their brand or visual identity at the click of a button.

Using Proforma as their one source for Collateral Management helped this company improve the effectiveness of their marketing efforts and increase their efficiencies company wide.





# ONE SOURCE

## GROUP BUYING POWER

Elimination of Rogue Spending

Remote Access

## REPORTING CAPABILITIES

Order & Tracking Capabilities

Order History Log

Real-time Inventory Reporting

## VISUAL IDENTITY CONTROL

Online Proofing & Revisions

Custom Approval Process

Localized Customization Capabilities

## INVENTORY MANAGEMENT

Print-on-Demand

Reorder Notification

## DISTRIBUTION SERVICES

Automated Distribution

Order Fulfillment

Warehousing & Kitting

## One Source

Asset management is one of the most critical responsibilities of your company's leadership team. Through the one-time implementation of an online technology solution, you can ensure that all of your marketing materials, business forms, promotional items and overall identity programs are being produced and delivered in an effective and efficient manner. PROecom provides you with one source for Collateral Management and simplifies the delivery process, allowing you to spend more time growing your business.

## Infinite Resources

Partner with Proforma in the development of an online technology solution and simplify the process of sourcing and purchasing the items you need to communicate with your customers. With more than 30 years of experience and 650 member offices in our network, we understand what it takes to deliver comprehensive solutions that integrate with your company's daily operations. Revolutionize the way you purchase and distribute all of your print, promotional items and business documents with the power of PROecom from Proforma.

