



go from master to multiples in minutes!

iBrams Integrated Brand Management Solution is a template based, turnkey solution that provides centralized brand management, content control and document customization. The system enables personnel to customize professionally designed documents from anywhere in the world with nothing more than a web browser. The intuitive iBrams interface ensures that users — with or without prior knowledge of design, production or printing — end-up with professional results. Every time. ●



iBrams is easy to deploy, and facilitates paperless interaction between staff, customers, partners and vendors, thus providing a single system for your entire workflow. Built on Adobe InDesign Server technology with a Xinet interface, iBrams uses industry standards such as SOAP, Java and XML, which simplifies integration with other systems.

When deploying new technologies, organizations look to save time, save money and improve efficiency. iBrams meets all three criteria with the core idea of empowering you to create a document once, and then to use it many times. Key benefits include:

iron-clad brand control Brand images and the look-and-feel of templates stays the same from the start through to the end-product. The pre-approved, already designed templates of marketing materials, sales collateral, catalogs, advertisements and more can be made available online for access at any time. In customizing a document, an end-user can only change the items in a document according to access rights. This ensures that all materials maintain message and brand integrity.

faster delivery Expedites time-to-market by streamlining the process of preparation for collateral, sales pieces, ads, catalogs and email campaigns.

personalization and customized discounts

Allows targeting and personalization of sales, advertising and marketing material at the local level, including special offers for specific customer segments.

campaign specific ROI Enhances the ability to track direct marketing expenditures and cross-media campaign ROI.

creative focus Quickly re-purpose assets for cross-media, spending less time preparing files and more time being creative.

fast-track review and approval cycles Empowers you to accelerate approval and ordering processes in real-time.

version-control Template based system ensures that the currently valid version of a document is always used.

competitive-edge Deliver faster, more efficiently, and with the ultimate in brand quality control for a definitive edge over the competition.

save time and money Automates time-consuming, labor intensive processes, shortening workflows, reducing waste and storage, allowing more to be accomplished in less time.

reduce overhead Less resources are required for the same tasks, gaining faster delivery and freeing valuable resources to focus on more strategic functions.

