SYNCHRONIZ™ IS A LEADING
MARKETING MANAGEMENT PLATFORM

There's simply no smarter way to organize, manage and distribute your marketing assets than with Synchroniz™. Our powerful marketing   management platform will meet any of your marketing, logistics and financial needs.

CONSOLIDATE all of your marketing and fulfillment processes into a single tool.

STORE all of your marketing products in a single storefront and give customers and partners access to them from anywhere.

MANAGE your orders and inventory through Synchroniz's™ comprehensive and easy-to-use interface.

MINIMIZE carrying costs, maximize order flow, reduce waste, and optimize spending using Synchroniz's™ robust reporting and budgetary controls.

Synchroniz™ Benefits

Centralize and Consolidate Technologies

Automate Marketing Workflows

Personalize Marketing Materials

Control Your Brand

Employ Dynamic User Access and Budgets

Superior Real-Time Reporting

Inventory Control

Reduce Operating Cost

Decrease Time to Market

Flexible Integrations

Synchroniz™ Features

Marketing
- Personalization Engine
- Brand Standard Control
- Print on Demand
- More than Print
- Intuitive User Experience
- Direct Mail
- Project Tracking
- Dynamic Kitting
- QR Codes/Maps

Operations
- Fulfillment
- Warehousing
- Returns Management
- Procurement
- Inventory Planning
- Inventory Alerts
- 3PL Integrations
- Serialization
- Lot Control
- Order Consolidation
- Shipping

Finance
- Budgetary Control
- Approval Workflows
- Superior Reporting
- Customizable Dashboards
- Inventory Control
- Multiple Price Lists
- Flexible Payment Options
- Order Consolidation

Technology
- No Installation
- Consolidate Systems
- Secure
- Flexible Integrations
- Automated Updates
- High Availability
- Automate Processes
- Proprietary Technology

Call Now
For Your Free Demo

FOCUS ON YOUR CORE

with

Synchroniz™

On Demand Production

JIT Inventory

Marketing Collateral Management

Superior Reporting

Budgetary Controls

Distribution

Inventory Planning

Warehousing
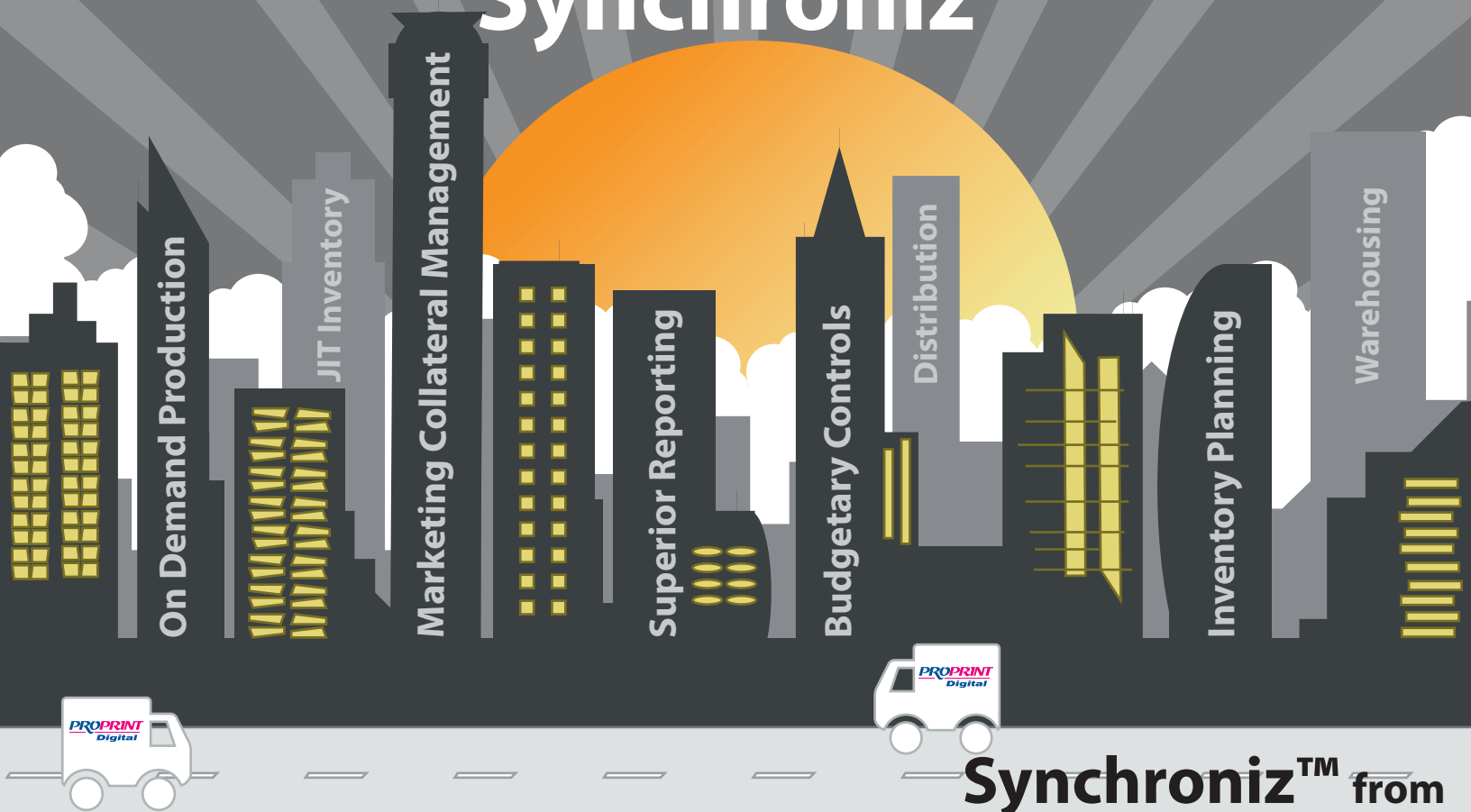
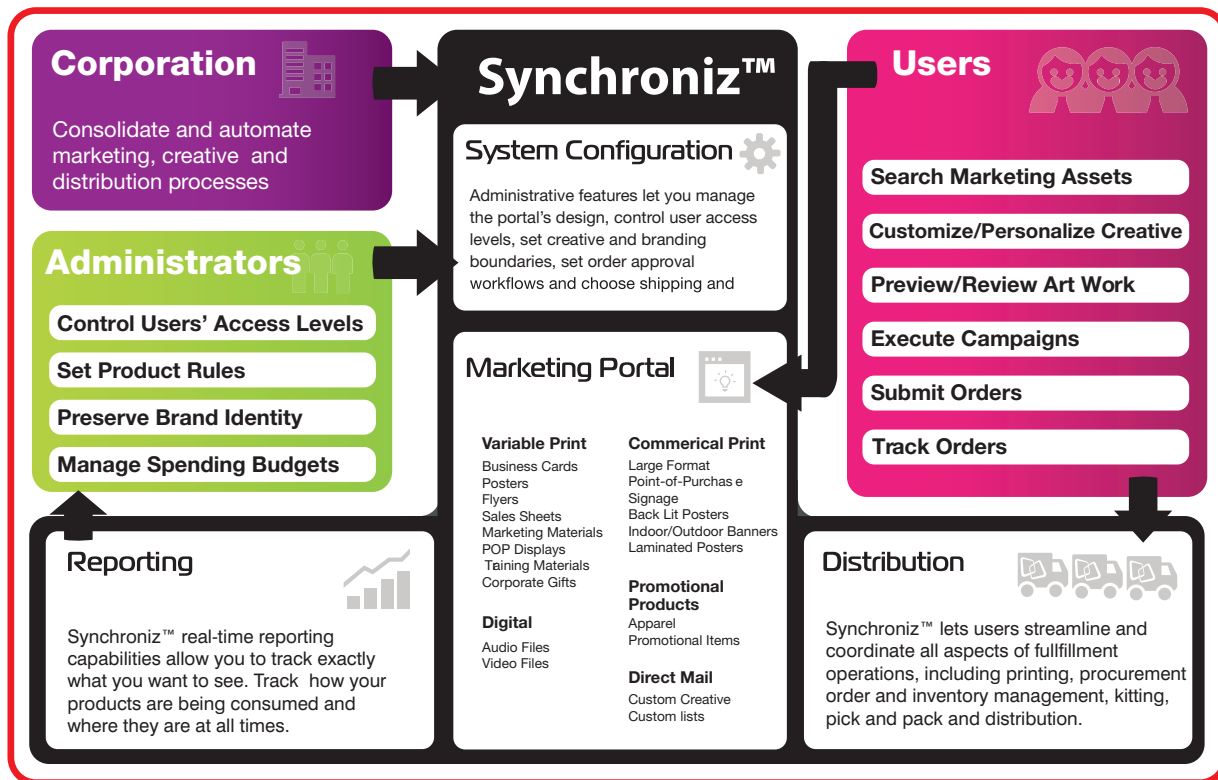Synchroniz™ from

PROPRINT Digital
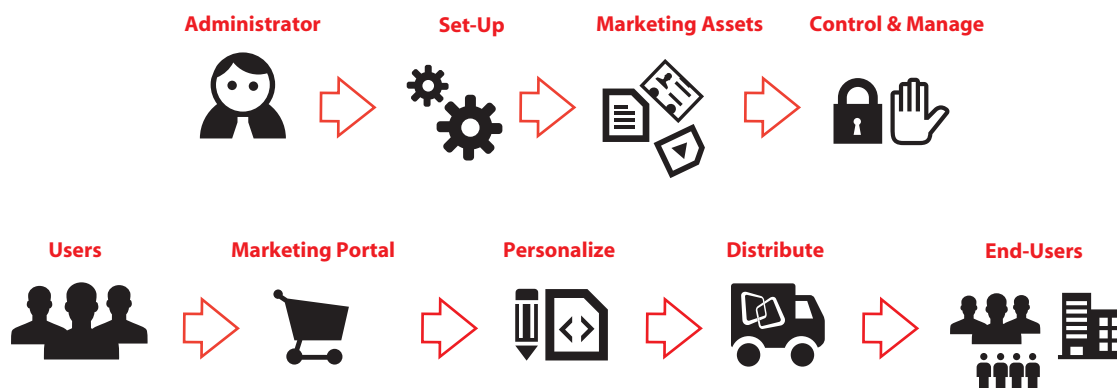
There's simply no smarter way to organize, customize and distribute your marketing assets than with Synchroniz™. No matter how great your needs are for print, digital or promotional goods, we can help. Our marketing management platform can help you consolidate your marketing, creative, and distribution processes all in one place so you can spend less time managing various complex technologies and spend more time focusing on your core business.

We can help you better manage your budget, as well as your brand. With our intelligent budget controls, flexible integration capabilities and complete reporting instruments you will able to control all aspects of your portal. Plus, Synchroniz™ is delivered online and on-demand, so there's nothing to install or keep updated. We've done the hard part, so you can focus on your core business.

Corporation

Consolidate and automate marketing, creative and distribution processes

Administrators

- Control Users' Access Levels
- Set Product Rules
- Preserve Brand Identity
- Manage Spending Budgets

Synchroniz™

System Configuration

Administrative features let you manage the portal's design, control user access levels, set creative and branding boundaries, set order approval workflows and choose shipping and

Marketing Portal

Variable Print
Business Cards
Posters
Flyers
Sales Sheets
Marketing Materials
POP Displays
Taining Materials
Corporate Gifts

Digital
Audio Files
Video Files

Commerical Print
Large Format
Point-of-Purchas e
Signage
Back Lit Posters
Indoor/Outdoor Banners
Laminated Posters

Promotional Products
Apparel
Promotional Items

Direct Mail
Custom Creative
Custom lists

Users

- Search Marketing Assets
- Customize/Personalize Creative
- Preview/Review Art Work
- Execute Campaigns
- Submit Orders
- Track Orders

Reporting

Synchroniz™ real-time reporting capabilities allow you to track exactly what you want to see. Track how your products are being consumed and where they are at all times.

Distribution

Synchroniz™ lets users streamline and coordinate all aspects of fullfillment operations, including printing, procurement order and inventory management, kitting, pick and pack and distribution.

Play By Play

Administrator	Set-Up	Marketing Assets	Control & Manage

Users	Marketing Portal	Personalize	Distribute	End-Users

Personalization Engine

Optimize your messaging and customer engagement using Synchroniz's™ powerful online personalization engine. You can customize one-to-one marketing materials such as letters, brochures, or postcards and more. The possibilities are virtually limitless; Synchroniz's™ powerful personalization engine can handle anything from a simple business card to a 200-page variable book. Sales teams, employees, affiliates and partners across the nation can quickly utilize finished creative or create customized marketing materials on demand.

Brand Standard Enforcement

Synchroniz™ enforces your brand standard while giving your users flexibility to personalize your marketing assets. Administrators can lock-down specific content to preserve brand identity, and keep brands consistent across different marketing chan-nels.

Print on Demand

Synchroniz™ is the print on demand (POD) solution you need. Synchroniz's™ easy-to-use POD technology will help you improve your marketing workflows and minimize obsolete inventory and operational costs. Synchroniz™ is a perfect fit to get your jobs printed and delivered in record time, by making it easier, faster and less expensive to create smaller runs

More than Print

Do you need a marketing platform that handles much more than just printed products? Synchroniz's™ core is rooted in its powerful supply chain and fulfillment capabilities. With Synchroniz™ you can create a single storefront for print collateral, promotional items, apparel, digital media, signage and much more. Regardless of what the end product is, you can employ Synchroniz™ to store, manage and distribute practically anything you want.

Intuitive User Experience

At Synchroniz™, we believe that a great user experience is the difference between an ordinary application and a revolutionary one. With every feature and component, we go to great lengths to make sure that using Synchroniz™ is a simple, enjoyable and a productive experience.

Direct Mail

Create, manage, and deliver powerful marketing campaigns with Synchroniz™. Synchroniz™ is an easy-to-use marketing platform that will help you communicate directly to your customers in a language that resonates with them.

Project Tracking

With Synchroniz™ projects, you have the ability to launch new projects with just a few clicks. Your projects could range from large marketing campaigns to requesting quotes on a new product. In a single view you will be able to see all of your requests and current statuses on the progression of the projects.

Dynamic Kitting

Synchroniz™ kitting features give you the flexibility to create and handle finished good production, kitting on demand and building dynamic kits on the fly. With multiple ways to handle both components and finished goods, you can optimize inventory levels and build only what you need when you need it.

QR Codes/Maps

Synchroniz's™ personalization engine lets you integrate your online presence with your print media using QR codes. You can add value to your print materials by incorporating dynamic maps or QR codes to engage customers in other platforms such as social media, micro-sites or review websites.

Did You KNOW?

With Synchroniz™ you can lock-down different elements on variable print to preserve your brand identity.

Fulfillment & Warehousing

Synchroniz™ isn't just a pretty front end used for placing orders; it's a comprehensive front-end and back-end system for managing orders and inventory throughout their entire lifecycle. Synchroniz's warehouse management features include all the normal capabilities such as product receiving, storage, ware-house control, picking, retrieval and issuing of goods, but also much more.

Procurement

Buying smarter isn't just buying at the lowest price. It's having the knowledge about historic usage, product velocity and inventory costs. It's about finding suppliers that can meet the combination of your turnaround requirement, quality and price point. Equipped with the information you need, Synchroniz™ can help ensure you are purchasing only what is needed at the right time.

Inventory Management

Synchroniz™ can streamline and coordinate all aspects of fulfillment operations, including manufacturing, procurement, order and inventory management, kitting, pick and pack, and distribution. The system is built to handle any kind of product, whether it flows through our distribution center or is dropped shipped from another center.

Inventory Alerts

Synchroniz's™ automatic alert notifications give you a proactive advantage in managing your products. Receive alerts on any parts when stock runs low to prevent product back orders. Alerts can be set for specific products, specific recipients and frequency.

3PL Integrations

For products that are not shipped from the primary warehouse, Synchroniz™ has a flexible 3PL module to integrate with outside drop shippers. Incoming orders for items assigned to third party vendors will be automatically routed by Synchroniz™ to the appropriate vendor by email, FTP or XML. Synchroniz™ supports backwards communication from the third party vendor's systems through a web interface or an API to complete and close the loop on order information upon shipment from the vendor.

Serialization/Lot Control

Product serialization and lot tracing can be tracked and required by the Synchroiz™ platform. If you require serial numbers be captured on the way out or need to have end-to-end visibility for a production run, Synchroniz™ can handle it.

Order Consolidation

A common problem among large organizations is the lack of visibility on orders shipping to the same location, at the same time, in different shipments. Without adequate tools to manage this problem, freight expenses can soar unnecessarily. When this feature is engaged, it allows the system to identify select shipping days, accumulate orders and automatically consolidate them to ship in the fewest shipments possible.

Shipping

Shipping can be expensive and complicated. Although Synchroniz™ can't remove all of the complexity and costs, it makes great strides to do so. Whether you are shipping on your accounts, user accounts or vendor accounts, it makes no difference. Synchroniz™ can handle any carrier, small package, LTL or full truckloads.

Returns Management

With any fulfillment operation, you will receive the occasional return. With the Synchroniz™ platform, you have built in returns management to guide you through the entire process. You will be able to run reports at any time to see what is being returned, why it's being returned and who is returning products.

DROP SHIP

SHIP STATUS

QUICK SHIP

SPLIT SHIP

Did You KNOW?

Synchroniz™ can send you alerts when your inventory is running low/high.

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Budgetary Control
Synchroniz's™ budgetary controls allow you to manage spending more effectively. You can set spending limits by user, user-group, product, or multiple combinations of all. These limits can be combined with quantity thresholds or different time frames to ensure the storefront is aligned with your goals.

Powerful Approval Workflow
Synchroniz™ offers a variety of order management features so you can control orders the way you want. Whether you want every order to go through approval or only orders that hit spending limits or quantity thresholds, Synchroniz's™ order management tools allow you do that and more.

Superior Reporting
The reporting engine in Synchroniz™ is definitely a point that sets us apart from the rest of the pack! Synchroniz™ offers incredibly sophisticated reporting and tracking capabilities which can dramatically enhance efficiency and control costs. All reporting modules are real time and can be automatically distributed to your email box on the schedule you provide. Synchroniz™ provides over 40 standard reports, but each of our reports is 100% customizable by you (no IT intervention needed!).

Customizable Dashboards
Synchroniz's™ dashboards allow you to customize and report specific data points from different departments within an organization. You can access data from 70 different widgets such as inventory levels, order history, shipping costs, product demand and more.

Advanced Inventory Control
Put state-of-the-art inventory technology into the hands of your supply chain professionals. Synchroniz™ continually updates information on the real-time status of product demand and inventory levels. A quick check in some of Synchroniz's™ usage reports can almost instantly identify products that could be potentially over or under stocked.

Multiple Price Lists
Set different product price lists for corporate offices, franchisees or specific buyer groups.

Flexible Payment Options
Synchroniz™ provides flexibility in payment options. The platform is designed to handle payment in just about any way that is required. This can include forcing users to make a payment at the time of order via a credit card, p-card or PO, but also can include bulk invoicing directly to your enterprise at a frequency determined by you.

Order Consolidation
Save money by shipping multiple orders to the same location at the same time from one central location.

LOW MEDIUM HIGH
INVENTORY

Real-Time

Did You KNOW?

You can create and edit dashboards to capture data on key products and work-flows.

Organize • Personalize • Distribute

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No Installation Required

Synchroniz™ is web based, this means there's no installation required and it works with all operating systems (including Windows and MacOS)! We host Synchroniz™ so you don't have to worry about installing, upgrading or maintaining any software or web servers.

Consolidate

Stop managing multiple products and technologies. Synchroniz™ works with any product so you can finally put everything in one place and stilll get all the managing and reporting tools that you need and more.

Security

Providing a secure environment is key for enterprises. The Synchroniz™ team, from development and network administrators to quality assurance and database management is constantly focused on ensuring the security of our clients. All Synchroniz™ code and data is stored in our own datacenter in Kansas City, MO. The datacenter has both physical and electronic security measures to ensure your protection.

Flexible Integrations

Synchroniz™ integrates with most third-party applications, including intranets, ERP, CRM, inventory, procurement, vendor applications, and other proprietary systems. With support for batch flat files, XML, web services and more, we can easily link up systems. Many clients request single-sign-on (SSO) integrations and we are happy to accommodate.

Automatic Updates

Synchroniz™ helps you make the most of your store by making sure you never miss out on the latest updates. Synchroniz™ lets you stay one step ahead and get the latest Synchroniz™ updates and Synchroniz™ features straight to your storefront.

High Availability

To ensure maximum uptime and continuous availability, Synchroniz™ provides the best redundant data protection and most advanced facilities protection available.

Automate

With Synchroniz™, you can automate marketing, fulfillment, distribution and manage-ment processes and minimize production turn-around. Synchroniz's™ open infra-structure provides a platform to automate a variety of tasks, from integrated order submission and shipment information to inventory feeds for procurement. You'll increase your productivity as well as the return on your investment.

Proprietary Technology

Other marketing technologies are inflexible and require additional resources, support and invested time. Synchroniz™ is a proprietary Marketing Management Platform that is both adaptable and flexible. As a proprietary technology, we can more easily accommodate different customers demands. Moreover, we handle every aspect of our technology from one centralized IT department.

Did You KNOW ?

Synchroniz™ has an intuitive design so there is virtually no training needed.

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Top 10 Features

Centralize and Consolidate
Combine all your marketing assets and pro-
cesses into a single online tool to decrease
operating costs and maximize marketing ef-
fectiveness.

Automate your Marketing Workflow
Automate marketing, fulfillment, distribution and
management processes to minimize production
turnaround and increase marketing value.

Customizable Marketing Materials
Grant users access to highly intelligent person-
alization tools to increase customer engage-
ment and conversion rates.

Control the Brand
Preserve brand identity by specifying what, who
and how content can be modified.

**Employ Dynamic User Access, Workflows
and Budgets**
Determine which materials each user can
access, how content can be modified, and man-
age inventory budgets.

Real-Time Reporting
Gain clear insight into how all your market-
ing materials and products are consumed and
optimize resources effectively.

Inventory Control
Synchroniz™ lets you see real time inventory
levels so you never run out of your products. It
also send you alerts to let you know you are
running low or high on your inventory.

Reduce Operating Cost
Minimize operating costs by automating and
consolidating marketing initiatives into a single
tool.

Decrease Time to Market
Produce and deliver your products in record
time. Reduce production and delivery time of
your marketing materials by automating cre-
ative, manufacturing and fulfillment workflows
and processes.

Flexible Integrations
Synchroniz™ can interact with nearly any
third-party application including CRM,
procurement and other proprietary
technologies.

Deployment Process

Deploying a marketing management platform doesn't have to be an exhaustive pro-
cess. Synchroniz™ has been created from the beginning with the end in mind. For
that reason we have the ability to get basic storefronts up and running in a snap.
The entire process can range from a few weeks to a few months depending on the
complexity of your store. You won't be alone during the process; our project
managers, account managers and administration will help you along the way.

Planning
The first step in the process is to discuss on a high-level what the desired end results
are. This is typically the longest step, but good planning up front definitely makes a
huge difference on the end results. In general, this encompasses discussions about:

Who the end users of the site are and how they will access your secured storefront.
Synchroniz™ has multiple methods to ease getting your users set up from bulk loads.

Do you have groups of users that share common requirements? – For example, groups
of users that can view specific products, or maybe particular groups have different pay-
ment options, etc.

High level discussions on particular business rules needed for your organization. These
range from approval workflows, budgetary constraints, available shipping methods and
more.

Finally, we need to talk about the products you want in the storefront – how you want
them organized, if you want particular alerts, if they are customizable and who can
order them.

It sounds a bit daunting but our implementation teams have worked through this nu-
merous times and will be with you the entire time.

Configuration
Once the planning is done, the configuration is a breeze. The Synchroniz™ implementation
team will import all of your users and products then they will flip the switches to ensure your
business requirements are met.

Integration
If needed, Synchroniz™ will seamlessly connect and communicate with current applications
or third-party applications, such as Intranets, ERP, CRM, inventory, procurement, vendor
applications, and other proprietary systems.

Testing
The implementation team will run through the initial configuration and setup to ensure
it's in alignment with your end goals. After we make sure the system is running as
needed, we will hand over the keys to our testing instance to you and any staff mem-
bers you wish. In the testing environment you can't make a mistake so you can place
orders, run reports and basically give it a complete test drive.

Deployment
Whether you want to phase in your deployment or make a global announcement,
Synchroniz™ is ready to support you. The Synchroniz™ implementation team can create
"quick-start" cheat sheets for new users or host web based conferences to get your users
kicked off. Typically we find that most users require no training at all because the
storefront is based on common shopping sites they have already experienced.

Synchroniz™ is delivered online as a SaaS application (Software as a Service).
Please be aware that each implementation is unique according to the needs and
requirements of individual organizations. For a more accurate estimate on
implementation timelines, please talk with a ProPrint Digital sales representative.

Synchroniz™

Organize • Personalize • Distribute

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