

**SolimarShorts™ Educational Videos**

Solimar Systems has developed a series of focused informational videos that cover many of the hot topics that our industry faces. In topical segments, each SolimarShorts™ gives a quick glimpse into the power of Solimar's suite of solutions and how organizations can realize operational and mailing efficiencies, IMB, added value to existing applications, TransPromotional implementation, and other workflow optimization opportunities.



**SOLIMARSHORTS™**  
A SOLIMAR PRODUCTION

Length	Current Topics
16:41	Solutions to Common Workflow Challenges
5:34	Introduction to TransPromotional Concepts
10:55	Adding Content to Current Output
5:05	Adding and Controlling Hardcopy and Electronic Inserts
11:00	Data Mining to Support Marketing Initiatives
6:49	Extending TransPromo Beyond the Printed Page with e-Presentation
13:26	Implement IMB Without Host Application Changes
5:00	Gaining mailing efficiencies beyond IMB
12:10	ADF Overview, Benefits and Success Strategies

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**About Solimar Systems, Inc.**

Founded in 1991, Solimar Systems, Inc. is a leading developer of enterprise output management solutions for digital document creation, production and distribution. Installed in thousands of sites around the world, including over 70% of the Fortune 100, Solimar solutions satisfy a wide range of requirements by combining integrated connectivity, data stream transforms and optimizations, document re-engineering/repurposing and sophisticated print queue management with secure web-based document presentment, distribution and tracking.

Experts in legacy and modern data streams, Solimar solutions provide essential infrastructure to a variety of industries including insurance, financial services, banking, pharmaceutical, telecommunications, healthcare, government, education, retail, manufacturing, utilities, distribution and print service bureaus.

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**SOLIMAR**  
SYSTEMS, INC.

*Print Smarter.*

# DYNAMICALLY ADD VALUE & TRANSPROMOTIONAL CONTENT TO YOUR EXISTING APPLICATIONS

## One-to-One Communication

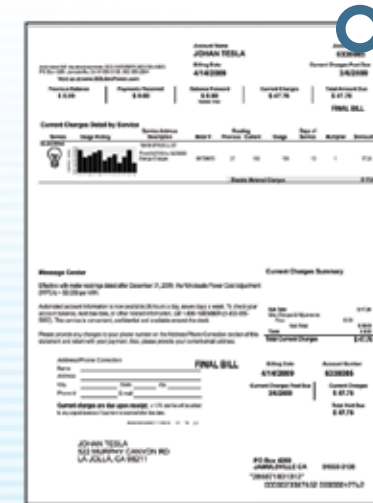
Many times, the only way a customer receives any contact by a company is through the bills, statements or other personally specific documents provided to them. Generally, the customer only looks at the actual document and discards the rest of the mailing. As companies struggle to find new ways of communicating ideas, product offerings, or other customer centric information, TransPromotional messaging becomes a strategic communication vehicle.

By using existing digital output, there is no need to bear the cost of time, resources or actual monetary expense of moving upstream into your applications. You can easily reap the benefits of communicating with your customer on a one-to-one basis. By adding conditional messaging to available white or open space on the document ensures the client will see your message. You can also provide an unlimited number of digital inserts based on criteria found within the document that are pertinent to the recipient.

## Re-engineered Application with Dynamic Digital Onserts and Inserts



## Original Application



**Renew Without:** Redesigning... Recoding... Recreating...

## Add Value to Existing Documents

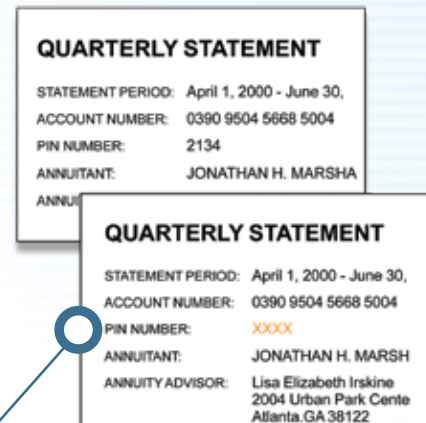
Most existing legacy applications, while extremely important to an organization, are under utilized in their capacity to more effectively communicate with customers. By adding value to these documents, companies can quickly realize significant improvements in many facets of their business. For example, by sorting into proper postal order and adding appropriate barcodes, mail costs are reduced. When confidential information is masked, there is a lower likelihood of identity theft.

Solimar Systems provides you with the broadest set of solutions to enable you to quickly and easily add value to your critical customer facing documents. With an intuitive user interface, there is no complex programming required to quickly and cost effectively enjoy the benefits of TransPromotional communications.

## Document Enhancements

- Migration to color
- Add marketing messages
- Apply variable digital inserts
- Add or change barcodes, including IMB
- Mask sensitive information
- Postal cleanse and sort
- Add sequence numbers for tracking

## Before

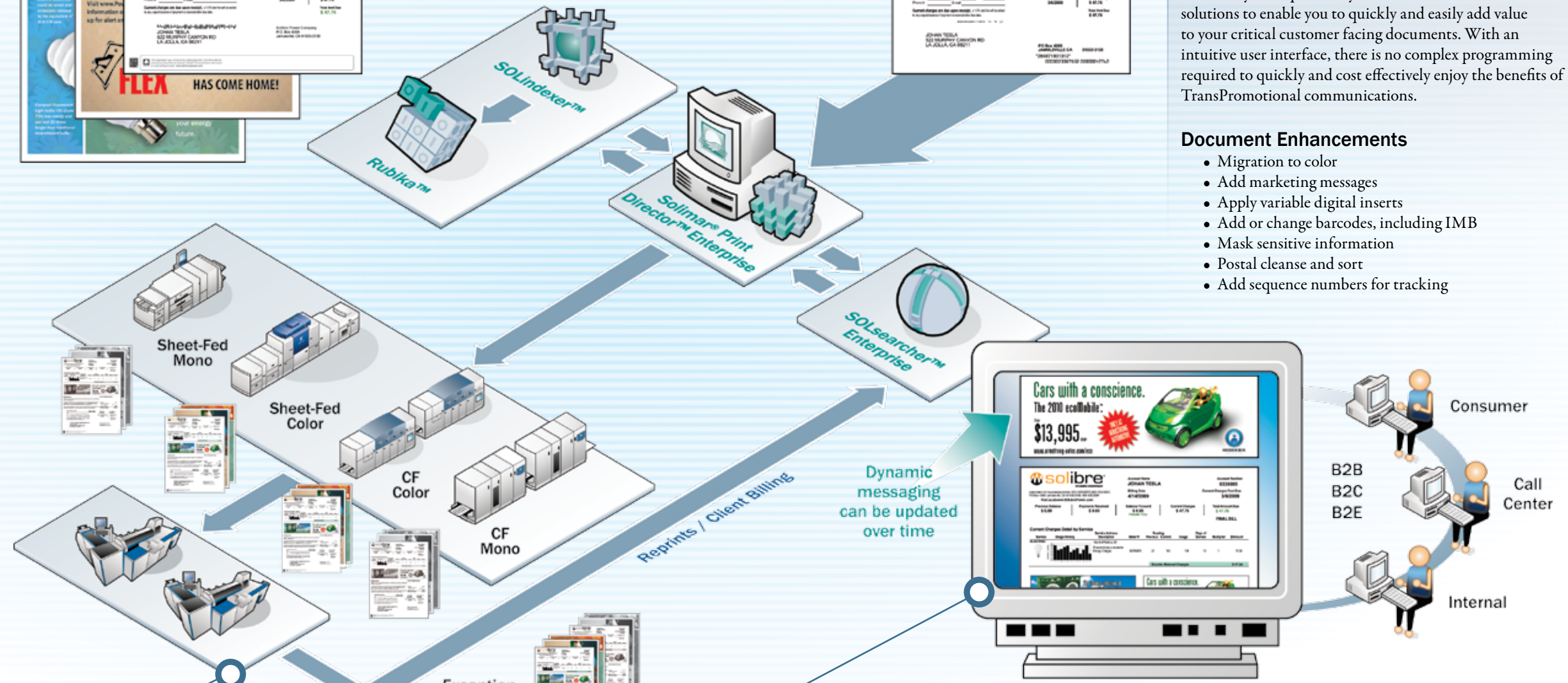


After

## Mask Confidential Information

## Automated Reprints

Using your existing finishing infrastructure, virtually any machine readable data file can be used to facilitate automated reprints of documents that are damaged in the fulfillment process. Monochrome applications that use pre-printed shells can be sent to full color devices that will produce those documents with the variable information using digital color overlays.



## Secure Web Presentment

Clients can securely view their documents via the web and receive original or updated messaging as was contained in the mailing. To facilitate cross-media exposure, the printed content can be augmented with TransPromotional elements including multimedia and video elements. Using Web Services API's, you are able to track when content has been accessed and provide the input necessary for successful marketing campaigns.

