



THE COMPLETE SOLUTION FOR EFFICIENT BRAND & PUBLISHING MANAGEMENT

# mpm Digital Marketing Center 3.0

**Marketing Cockpit:** mpm DMC 3.0 Portal

**Digital Asset Management:** mpm Mediendatenbank

**Web-to-Print:** mpm Online Print Center

**Online editing system:** mpm Online Publisher

**E-mail marketing:** mpm eMarketing

**Presentation Management:** mpm PowerPoint Manager

# mpm Digital Marketing Center 3.0: Six tools for successful brand and media management

The mpm Digital Marketing Center 3.0 (DMC 3.0) is your new central marketing platform, precisely adjustable to your requirements. It gives you easy access to six high-performance modules via the web, meaning that you have all the options of an efficient media and publishing portal. And your benefits are two-fold: A uniform brand image, and fast and simplified provision of your marketing, sales and investor relations media.

## MARKETING COCKPIT:

### mpm DMC 3.0 Portal

Start page with fast access to all functions

- Comprehensive brand and information platform
- All used with one single login
- Configurable on a target group-specific basis

## DIGITAL ASSET MANAGEMENT:

### mpm Media Database

Optimal media management with an extensive database

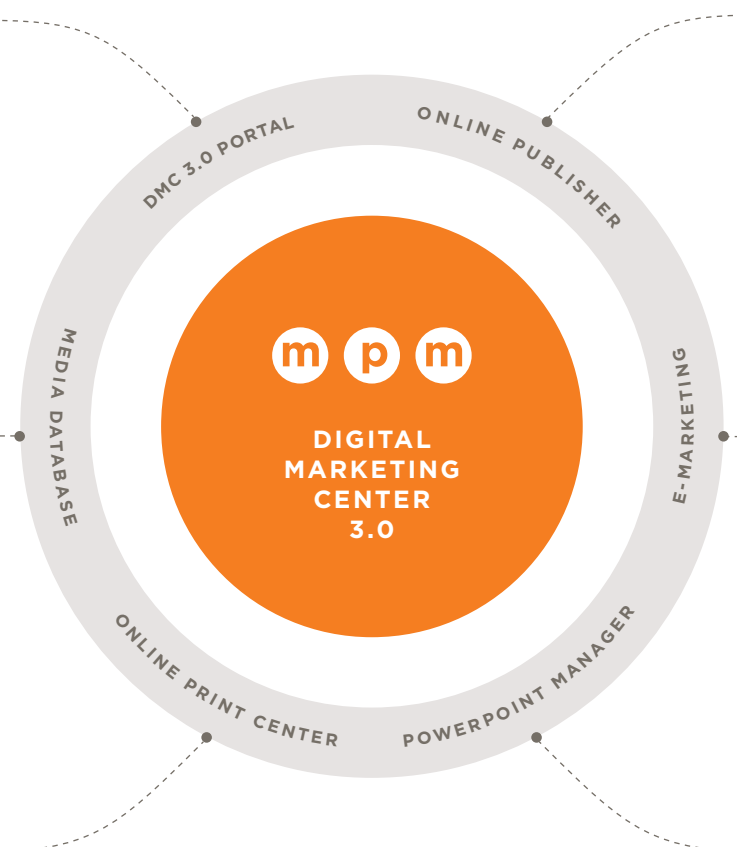
- 100% uniform brand image
- Location-independent availability, both internally and for external partners
- Individual user right allocation

## WEB-TO-PRINT:

### mpm Online Print Center

Customize, individualize and order any print media via the Internet

- Direct insertion of texts, images and graphics
- Download center and advertising and print material eShop integration
- Connection to your print shop possible – including automated print job management





### mpm Digital MarketingCenter 3.0:

- Easy to learn system with high operating convenience and numerous intuitive functions
- Excellent price-performance ratio with provision as a proven server rental model
- Absolute all-in support from mpm including training, service and support – before, during and after system introduction

#### ONLINE EDITING SYSTEM:

## mpm Online Publisher

Provide annual and interim reports and employee and customer magazines more efficiently and cross-media, including iPad, mobile devices and e-magazines

- Corrections entered directly into the layout
- Change tracking and version overview
- Data multi-use in HTML or XML

#### E-MAIL MARKETING:

## mpm e-marketing

Easily produce professional e-mail newsletters for sales support yourself

- Ready-to-retrieve templates for e-mailings or e-newsletters
- Add text blocks, images or logos from the mpm Media Database at the click of a mouse
- Includes analysis and tracking function

#### PRESENTATION MANAGEMENT:

## mpm PowerPoint Manager

Manage and quickly rearrange all company presentations centrally

- Presentations as knowledge database for your employees
- Intelligent full text search
- Specific rights and user management

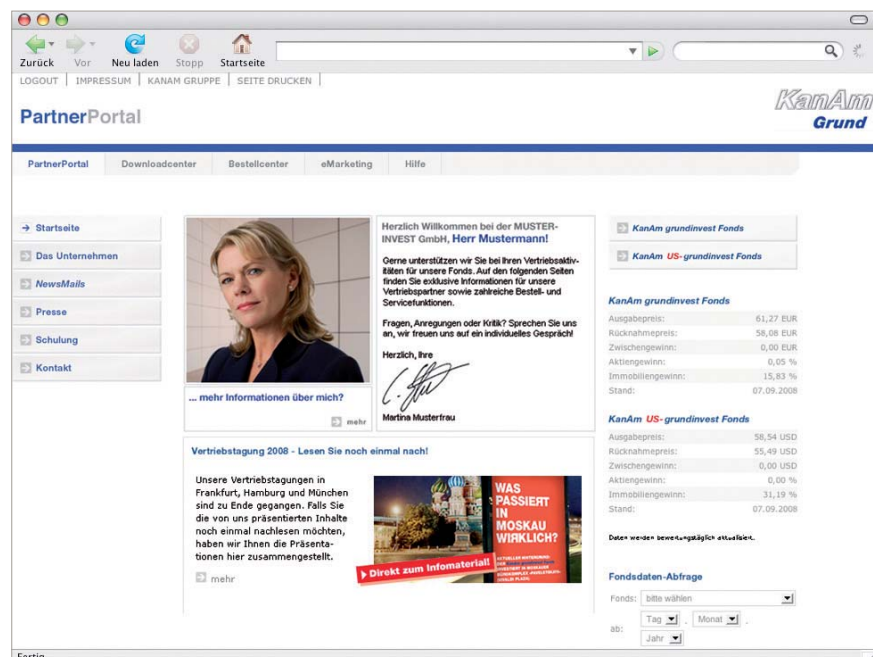
## SALES PARTNER PORTAL

# Increase efficiency in marketing and communication media production

mpm Digital Marketing Center 3.0 functions as a sales partner portal, similar to a web-based database. It enables the central management of all media data while also making this data remotely available, thereby bringing even greater efficiency to important corporate communication areas. As a leading issuer of open real estate bonds, KanAm Grund Kapitalanlagegesellschaft mbH also utilizes these benefits in a targeted manner to provide support for its sales partners.

KanAm Grund  
Kapitalanlagegesellschaft mbH:  
Sales Partner Portal  
mpm Digital Marketing Center 3.0

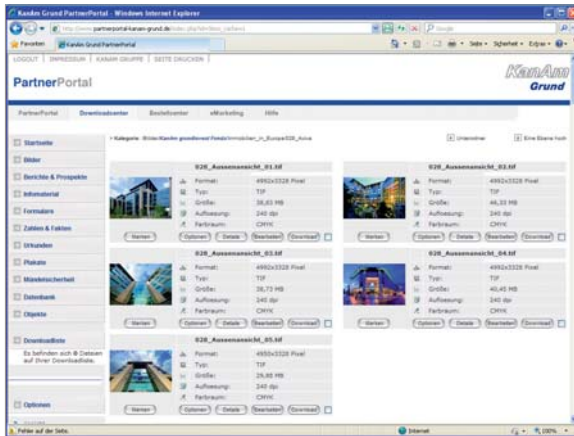
- Concept development:  
Content and technical
- Programming
- Data transfer
- Interactive workflow  
definition
- Image, text and documenta-  
tion database and editing  
system installation



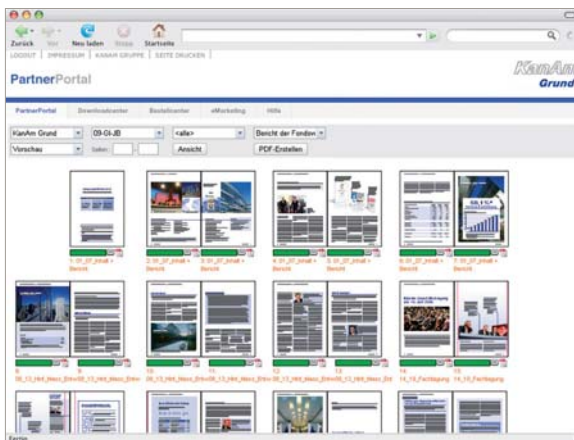
KanAm Grund

Sales Partner Portal

“Communication with sales partners can now be improved significantly with the mpm Digital Marketing Center 3.0 sales partner portal.”



Real estate overview in the mpm Media Database



Create annual reports with the mpm Online Publisher

**TASK:**

To introduce an online available communication platform that simplifies, optimizes and accelerates information and sales processes in a targeted manner.

**SOLUTION:**

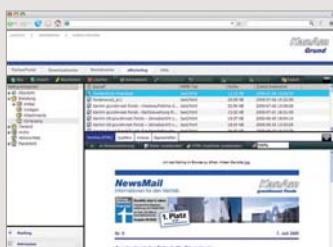
Establishment of mpm Digital Marketing Center 3.0 as KanAm Grund's new partner portal. Its modular setup means it can be optimally integrated into the corporate structure. The portal provides multifaceted options for sales support, such as search, download, order and print functions or e-mail marketing use.

**RESULT:**

The mpm Sales Partner Portal quickly established itself as an irreplaceable consultancy and sales practice tool. It has made communication between KanAm Grund and its partners quicker, easier and higher in quality.

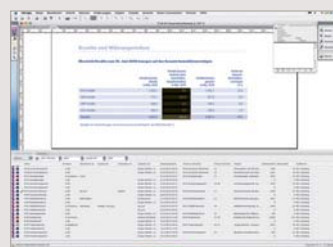
**FEATURES:**

- Individually configurable with modular setup
- Access at all times to up-to-date and additional information and important services
- Central management and ordering of all marketing materials
- Easy creation and distribution of customized marketing e-mails
- Transparent workflow for all involved
- Individualization of prepared media exactly as required



**E-mail marketing**

The mpm e-marketing module also enables the swift production of professional e-mail newsletters for customers.



**Editing system included**

KanAm Grund uses the mpm Online Publisher editing system integrated into the mpm Digital Marketing Center 3.0 for the particularly efficient compilation of annual funds reports.

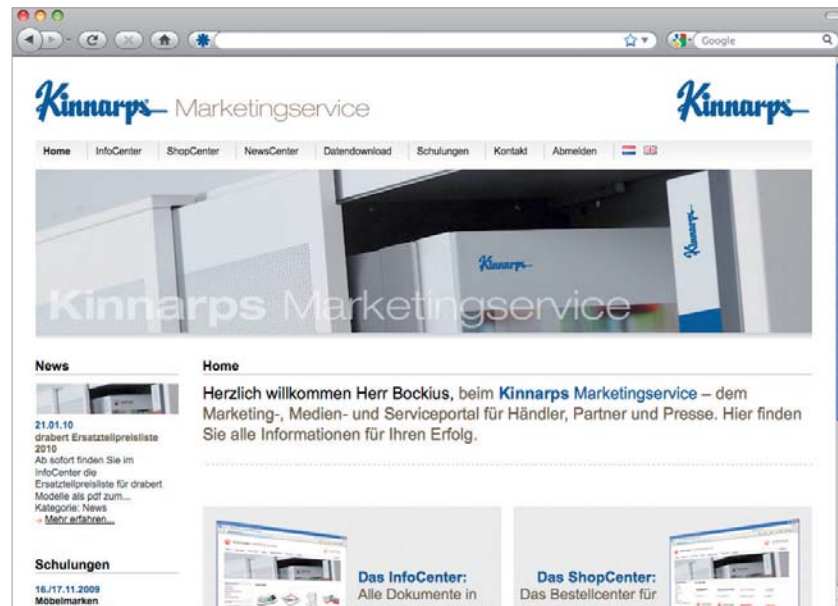
## MARKETING PORTAL

# Systematically optimize communication with target groups

The office furniture specialist Kinnarps Samas sells well-known brands such as MARTIN STOLL, Drabert and Fortschritt. In particular, the German subsidiary of the international Samas Group successfully applies the mpm Digital Marketing Center 3.0 online publishing system in marketing with specialist dealers. In just a few clicks, dealers have access to comprehensive services which support them in their everyday work.

Kinnarps Samas:  
Marketing Portal  
mpm Digital Marketing Center 3.0

- Conceptual design:  
Content and technical
- Programming
- Corporate design adjustment
- Interactive workflow definition
- Image, text and document database installation



Samas-Gruppe

Marketing Portal

“Thanks to the mpm Digital Marketing Center 3.0 Marketing Portal, Kinnarps Samas’ trading partners can now use all of the office equipment specialist’s services to offer their customers comprehensive services.”

**TASK:**

Location-independent provision of up-to-date marketing and sales documents for sales partners as a central platform.

**SOLUTION:**

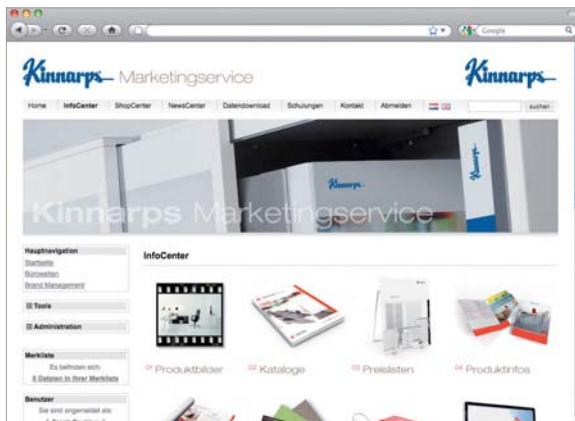
Development of a service portal with InfoCenter, ShopCenter and NewsCenter based on the mpm Digital Marketing Center 3.0. With password-protected access, dealers can quickly obtain all the materials they need. An integrated full text search makes research easier.

**RESULT:**

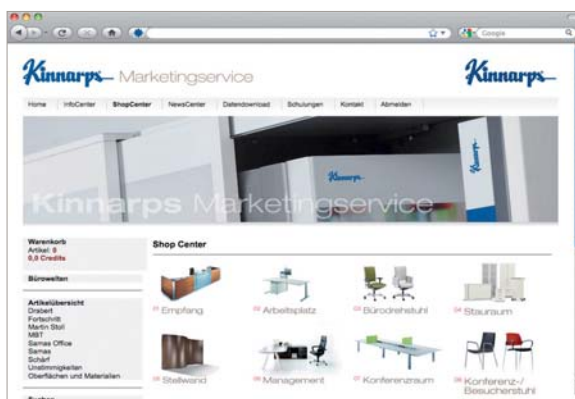
Samas significantly improved its contact with sales partners and customers with the mpm Marketing Portal. The rapid research options also mean that dealers now get up-to-date offers considerably faster than before.

**FEATURES:**

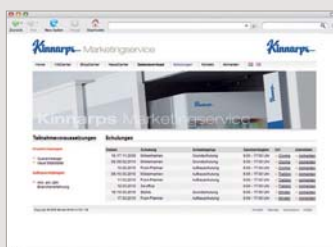
- Can be configured individually and used location-independently
- Total media overview: Access to all documents, image data, advertising materials and news
- Significant efficiency increases achieved in the workflow
- Cross-media functionality with all channels
- Digital or print versions can be used optionally with download function and online print center



InfoCenter for downloading documents

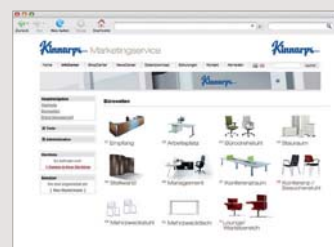


ShopCenter as comprehensive ordering center



**Calendar management**

All training activities offered by Samas can be set in the system. Interested sales partners can log in directly.



**Practical product comparison**

Samas also uses the mpm Marketing Portal functions to provide its dealers with helpful product comparisons. The list can be changed and extended at all times.

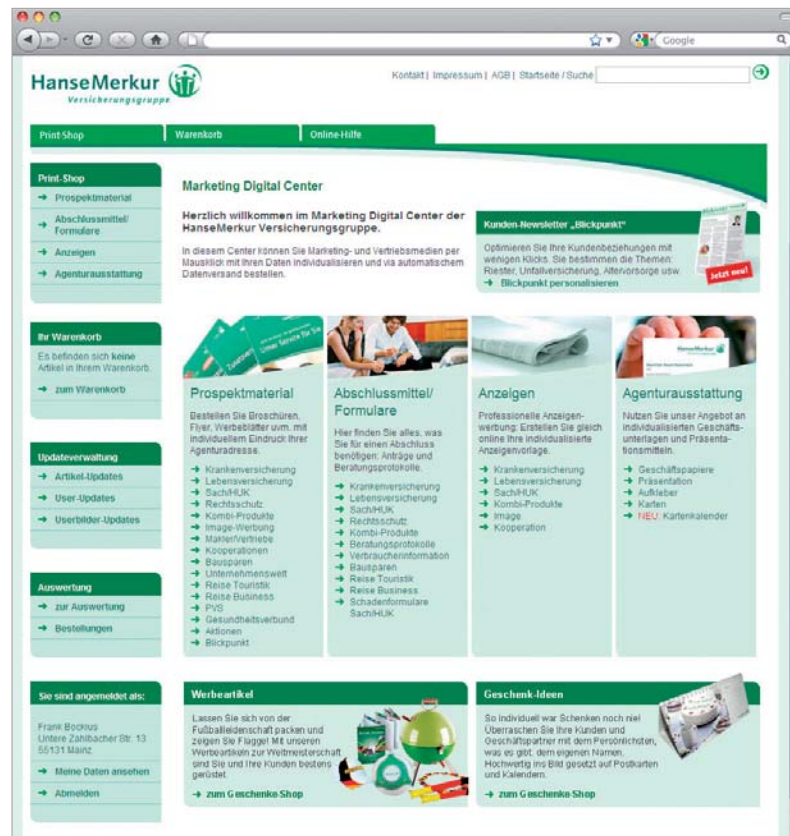
## WEB-TO-PRINT CENTER

# Customize, individualize or order all print products via the web

As a national insurance company, the HanseMerkur insurance group offers a wide product range in the fields of health, travel, life and property insurance. The group has successfully streamlined and simplified production of diverse and multifaceted advertising materials with the assistance of the mpm Online Print Center. HanseMerkur's insurance agents, who are active throughout the country, can now order all their print media quickly, easily and conveniently via Web-to-Print.

HanseMerkur  
Versicherungsgruppe:  
Web-to-Print Center

- Conceptual design:  
Content and technical
- Screen design
- Programming
- Corporate design  
adjustment
- Image, text and docu-  
ment database  
installation
- Connection to intranet/  
Internet
- Content maintenance



HanseMerkur

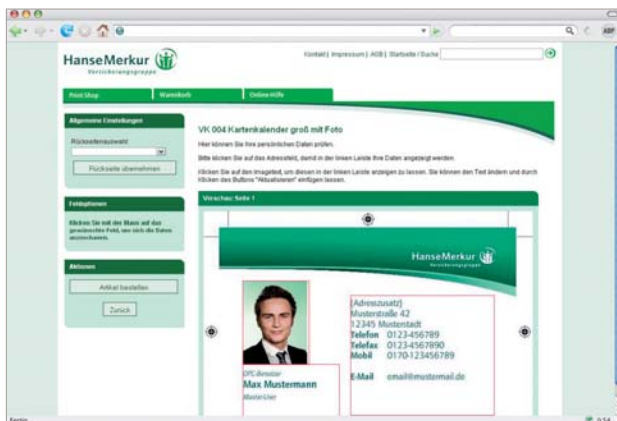
Web-to-Print

## Perfect print media for sales

The mpm Online Print Center means that every field service employee and agent is immediately able to create their marketing and sales media themselves. At HanseMerkur, insurance agents can now not only order all brochures, flyers or forms online - they can also customize and individualize them directly on their PC as they wish. This does away with a substantial portion of the cost of coordination between the agents and head office.



Configure insurance consultant newsletters individually



Customize and individualize advertising material

**TASK:**

To make the production and distribution of marketing materials more efficient while also reducing correction costs.

**SOLUTION:**

Introduction of a company-oriented Web-to-Print method using the mpm Online Print Center, an mpm Digital Marketing Center 3.0 module. mpm designed the online platform for this in accordance with HanseMerkur's corporate design specifications. The agency also provided continuous support.

**RESULT:**

Using the mpm Online Print Center, HanseMerkur has visibly optimized the production and distribution of its advertising materials to sales partners. With significantly reduced overall costs, its insurance agents now have CD-compatible print media at their disposal at all times. This also ensures a more compelling HanseMerkur brand presence.

**FEATURES:**

- Can be configured on a system-specific basis and used location-independently
- All print media can also be customized on request
- Text blocks, images and graphics can be inserted directly
- Clear acceleration of the entire workflow
- Interface to selected print shop can be set up
- Automated print job management including status reports and invoicing

**Customization**

The mpm Online Print Center's customization options are practically unlimited. HanseMerkur, for example, uses it for image brochures.

**Complete overview**

A major benefit for an insurance company like HanseMerkur. Requests for all insurance products are entered in the system, can be ordered directly and are sent automatically.



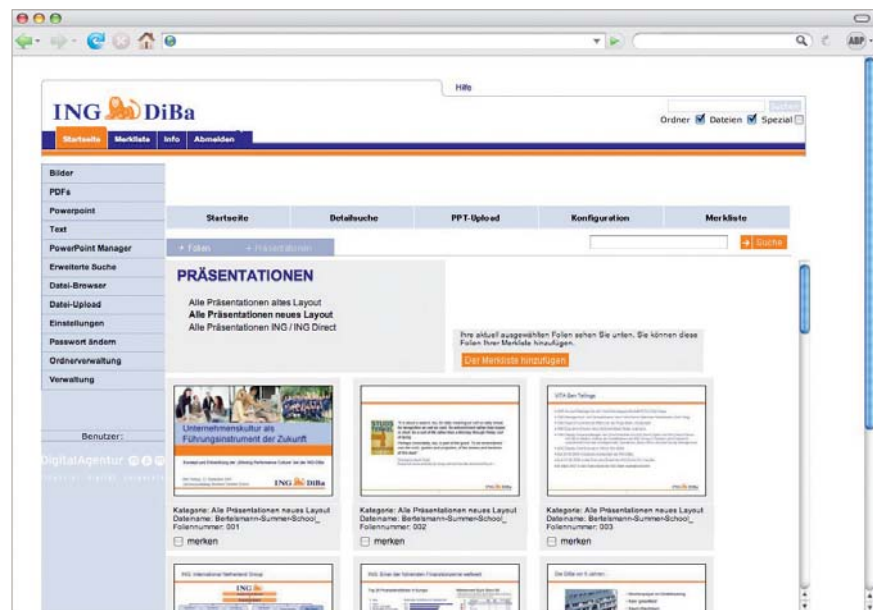
## MEDIA PORTAL

# Benefiting from greater process quality in the PowerPoint area

Quick, easy and favorably priced – these three features form the brand essence of the direct banking sector leader, ING-DiBa AG. The bank also internalizes these values with regard to process quality and speed. For ING-DiBa, therefore, it was logical that it should opt for mpm Digital Marketing Center 3.0. It also successfully applies the mpm PowerPoint Manager module, among others, to transparently archive the bank's hundreds of presentations.

ING-DiBa AG:  
Media Portal  
mpm Digital Marketing Center 3.0

- Conceptual design
- Programming
- Corporate design adjustment
- Image, text and documentation database and editing system installation
- Connection to intranet/Internet
- Data management
- Content maintenance



Presentation overview in the PowerPoint Manager

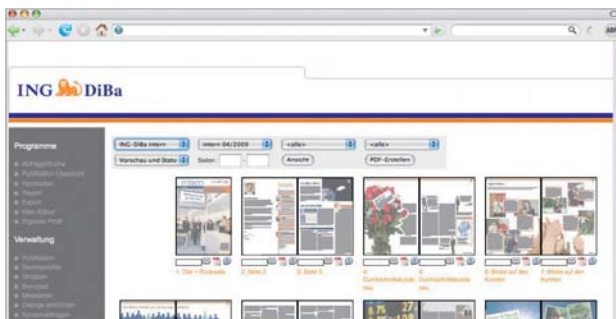
ING-DiBa AG

Media Portal

“The print items are now stored in a central database – all PowerPoint presentations included! This simplifies the entire communication process and provides better results.”



E-marketing for journalists



Media production with editing system

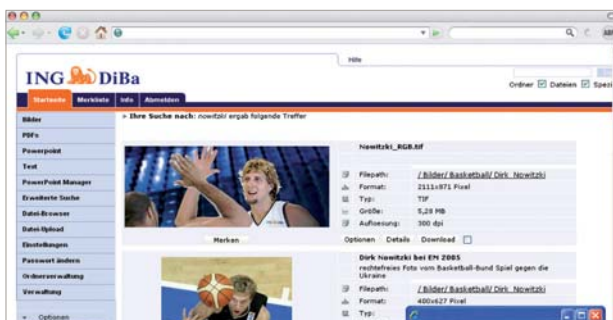


Image database for archiving

**TASK:**

Introduction of a multifaceted database system for ING-DiBa's media that optimizes corporate communication across all channels wherever possible.

**SOLUTION:**

Use of the mpm Digital Marketing Center 3.0 as a complete solution for the central management of all media data. mpm configured the media portal individually and installed the image, text and document databases. The mpm PowerPoint Manager integrated in the portal performs the archiving of corporate presentations. The slides in the presentations stored in the archive can be used directly for creating new PowerPoint presentations.

**RESULT:**

With the mpm Digital Marketing Center as a media portal, ING DiBa employees can quickly and easily access all relevant data. The mpm PowerPoint Manager in particular ensures that the bundled knowledge from stored PowerPoint presentations is available at all times.

**FEATURES:**

- Precisely configurable thanks to modular system setup
- Easy management of all media data - from images, texts, graphics and audio and video streams through to PowerPoint presentations
- Media provision in a uniform corporate design for a 100% brand presence
- Location-independent availability - important for a branch network, for example
- Individual rights and user management



**Employee magazine with editing system**

ING-DiBa uses the mpm Online Publisher editing system, an mpm Digital Marketing Center 3.0 module, to compile its monthly employee magazine among other things. Efficient use of the system enables a later editorial deadline. The magazine is now more up-to-date, making it more appealing to employees.

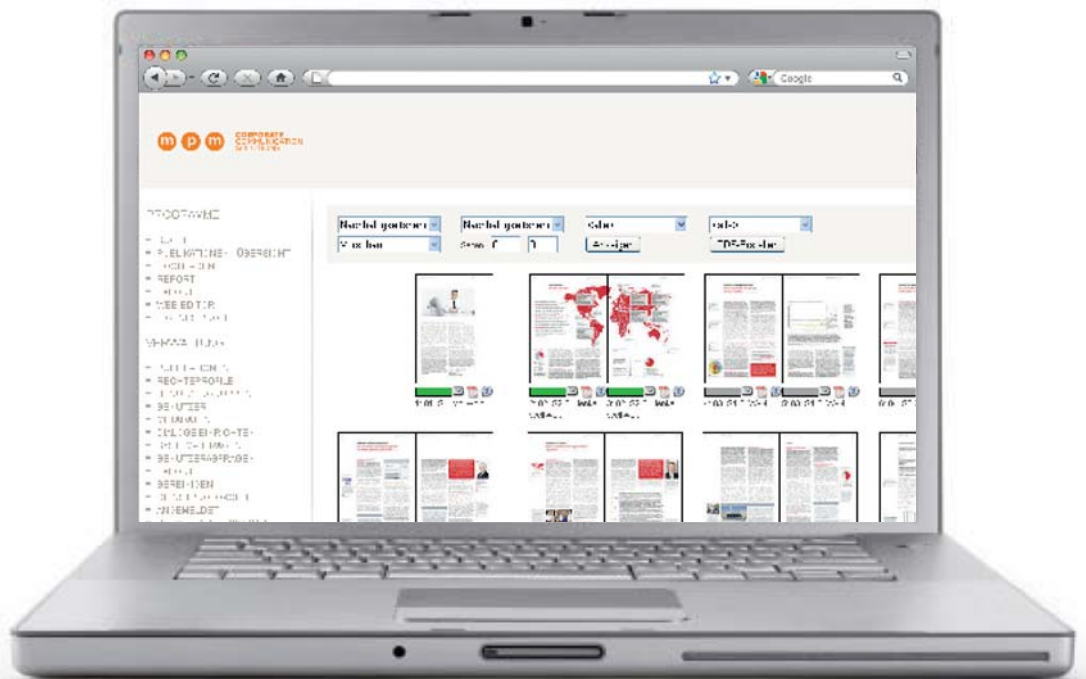
## MPM ONLINE PUBLISHER EDITING SYSTEM

# Reaching your goal faster with fewer corrections and coordination processes

HSBC Trinkaus & Burkhardt AG is both a private bank and, as an HSBC subsidiary, part of the world's biggest banking group. On this basis, the banking house publishes its annual figures in accordance with the German Commercial Code and IFRS in three different annual report variants. By using the mpm Online Publisher editing system, an mpm Digital Marketing Center 3.0 module, many processes are now automated and correction rounds are eliminated.

HSBC Trinkaus & Burkhardt AG:  
mpm Online Publisher  
editing system

- Implementation and use of the mpm Online Publisher editing system
- Text-image integration
- Proofing
- Print release and quality assurance
- Distribution



## HSBC Trinkaus & Burkhardt AG

### Editing system

#### Simultaneous production of three annual reports

The mpm Online Publisher also allows special challenges to be mastered, such as the simultaneous preparation of three annual reports. The system's easy handling significantly improves the workflow. All of the parties involved required less time for processes, eliminated correction rounds and were therefore able to concentrate more on the content.

**TASKS:**

Increased transparency in the preparation of annual reports in order to significantly reduce the number of correction rounds and coordination processes.

**SOLUTION:**

Decision in favor of the mpm Online Publisher, an mpm Digital Marketing Center 3.0 module, after a test phase. The system provided the best possible basis for coordinating the contributions of the various participants from the HSBC Trinkaus accounting and corporate communications departments. The desired transparency was provided at all times. Repeated correction processes and crippling coordination processes were eliminated.

**RESULT:**

With the mpm Online Publisher as the editing system, the entire annual report production process ran a great deal more smoothly. Thanks to a largely automated workflow, all those involved were able to concentrate more on the most crucial element: The content.

**FEATURES:**

- Online editing system with text entry directly into the layout, plus version and translation management
- One system as central interface for all involved
- Document change tracking
- Reduced correction processes; production time cut by 25%
- Absolute control thanks to correction tracking, version and individual rights management



Annual report 2008 – image page



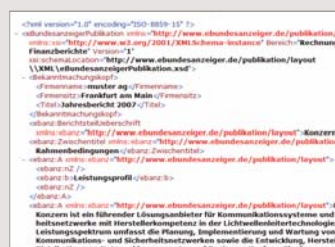
Annual report 2008 – inside page

	31.12.2008	31.12.2007	31.12.2006
<b>Rekultivierung nach Branchen</b>	10.944,9	437	10.462,3
Banken und Finanzdienstleistungen	10.944,9	437	10.462,3
Industrien und umweltauflage-sensitive	0,0	0,0	0,0
Ökonomie	0,0	0,0	0,0
Umweltfreundliche Ressourcen	0,0	0,0	0,0
<b>Insgesamt</b>	<b>10.944,9</b>	<b>437</b>	<b>10.462,3</b>

	31.12.2008	31.12.2007	31.12.2006
<b>Rekultivierung nach Regionen</b>	10.944,9	437	10.462,3
Frankfurt	10.944,9	437	10.462,3
München	0,0	0,0	0,0
Stuttgart	0,0	0,0	0,0
Wien	0,0	0,0	0,0
Frankfurt	0,0	0,0	0,0
München	0,0	0,0	0,0
Stuttgart	0,0	0,0	0,0
Wien	0,0	0,0	0,0
<b>Insgesamt</b>	<b>10.944,9</b>	<b>437</b>	<b>10.462,3</b>

**Table automation**

Tables and financial data can be integrated automatically and directly from the department via Excel linking. Fast processes and high data security are therefore guaranteed.



**E-Federal Gazette export**

Files for the Electronic Federal Gazette can be quickly generated via an in-house XML interface. Annual reports are therefore published in cost-effective XML format at the push of a button.

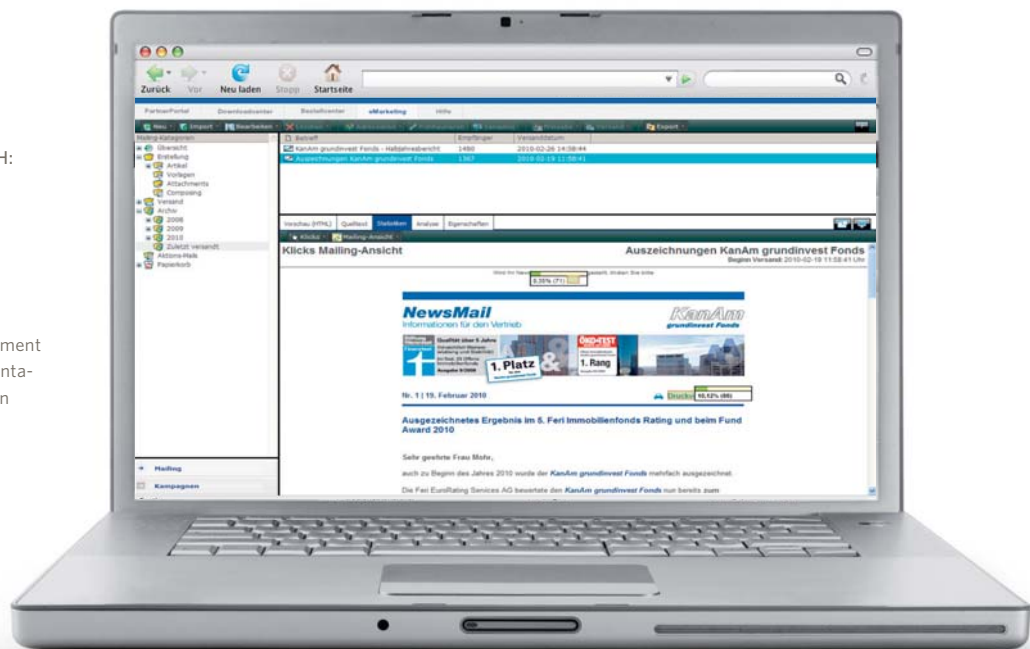
## E-MAIL MARKETING

# Reach target groups quickly via e-mails with prepared modules

The investment company KanAm Grund seeks to inform its sales partners and customers about current developments as quickly and transparently as possible. It therefore has high fund marketing requirements. The e-mail marketing function integrated into the mpm Digital Marketing Center 3.0 satisfies this requirement profile precisely with its simple and secure handling.

KanAm Grund  
Kapitalanlagegesellschaft mbH:  
E-Mail Marketing

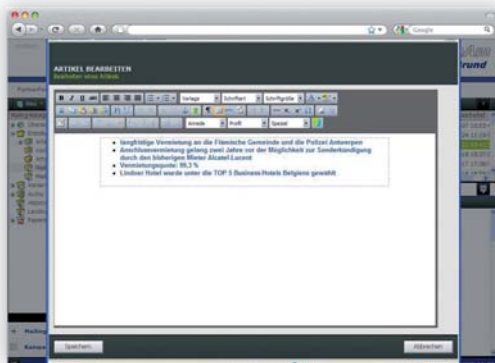
- Conceptual design:  
Content and technical
- Screen design
- Programming
- Corporate design adjustment
- Image, text and documentation database installation
- Connection to intranet/  
Internet



KanAm Grund

E-mail marketing

“Marketing objectives can be achieved significantly more efficiently and much better with systematic e-mail distribution.”



E-marketing newsletter: Editing in the editor

**TASK:**

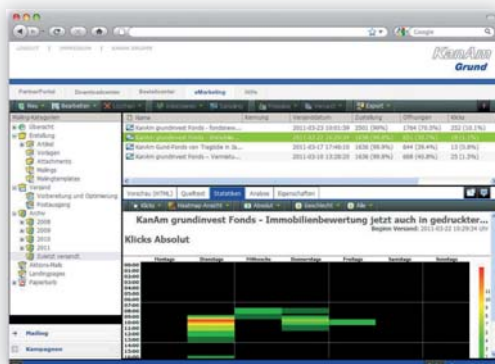
To simplify the distribution of customized e-mail newsletters with automation processes, and hence optimize rapid communication with sales partners.

**SOLUTION:**

Configuration of an e-marketing solution specially tailored to KanAm Grund as an mpm Digital Marketing Center 3.0 module. mpm adjusted the template to reflect KanAm Grund's corporate design.

**RESULT:**

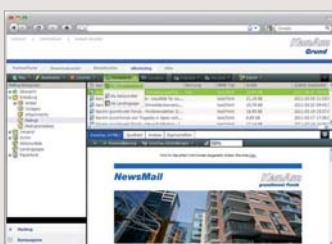
With mpm eMarketing, KanAm Grund has substantially accelerated and qualitatively improved the information flow to its sales partners. Marketing employees were especially impressed by the module's easy handling.



Click analysis function

**FEATURES:**

- Easy creation and distribution of customized e-mail newsletters
- Effective online marketing without any programming knowledge
- Brand-compliant templates for e-mailings and e-newsletters ready for retrieval by users
- Text blocks, images or logos can be easily added from the media database
- Analysis and tracking function already included



**Individualization**

With its individualization options, mpm eMarketing covers a wide-ranging spectrum - from e-mailing through to 1:1 marketing.



**Statistics**

Comprehensive analysis functions for page impressions/ clicks in mpm eMarketing serve to create transparency.

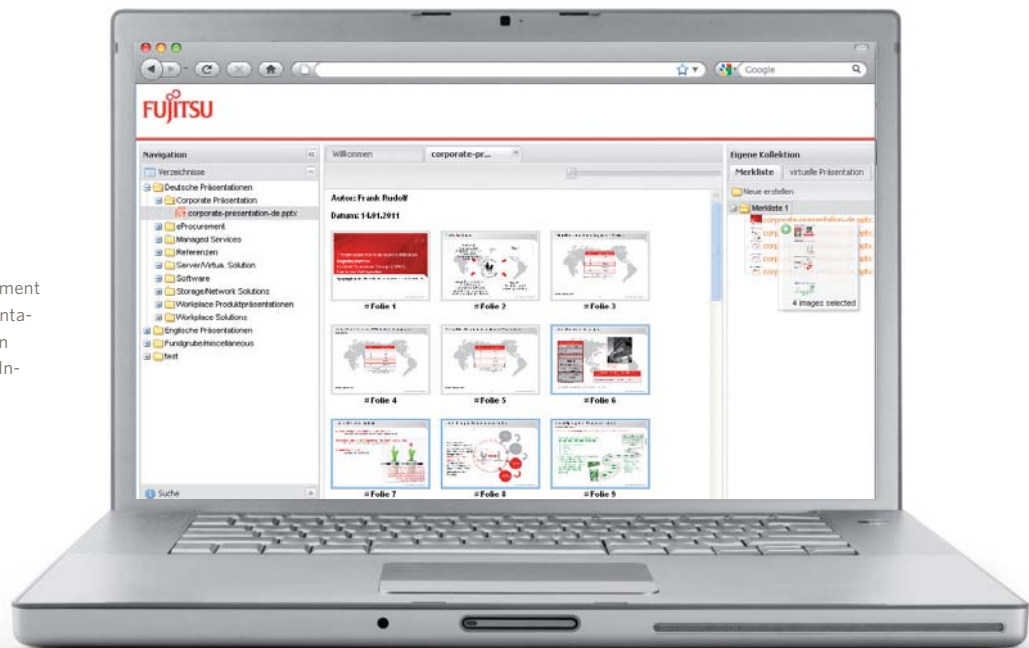
## POWERPOINT MANAGEMENT

# Employees have optimally prepared slide templates at their fingertips

As a German subsidiary of the world's third-largest IT services provider, Fujitsu Technology Solutions GmbH relies on strong sales with the most uniform presence possible. In the PowerPoint area, the approximately 800 sales employees rely on mpm PowerPoint Manager for a transparent slide database that allows new presentations to be created rapidly.

Fujitsu Technology Solutions GmbH:  
PowerPoint Management

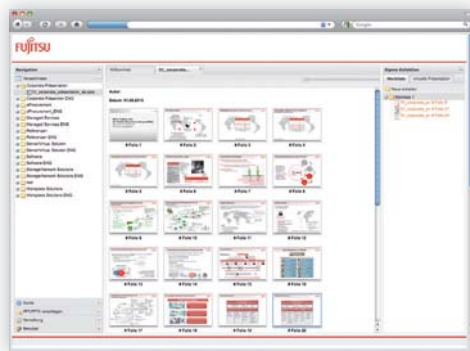
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- Data management
- Content maintenance



Fujitsu Technology Solutions

PowerPoint Management

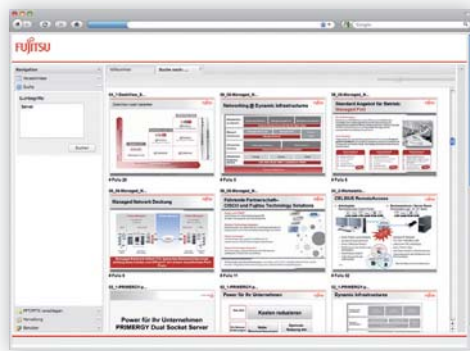
“mpm PowerPoint Manager makes presentations into valuable knowledge sources for all employees.”



Transparent arrangement: All presentations are shown in a categorized overview



Slides can be shown in mini or full view



The full text search with subject and keywords across all presentations makes every chart available in next to no time

**TASK:**

To provide the company's PowerPoint presentations as templates for all sales employees at one central point.

**SOLUTION:**

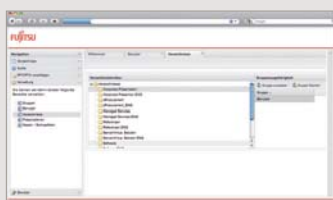
mpm PowerPoint Manager was introduced at Fujitsu's sales department. All authorized employees can create new presentations for their requirements directly using the transparently stored slides.

**RESULT:**

mpm PowerPoint Manager has immensely simplified the creation of presentations for the entire sales department. All slides now also comply with the corporate design specifications - guaranteed.

**FEATURES:**

- Fast access to globally available PowerPoint Portal via the Internet
- All presentations can be retrieved from a categorized overview
- Instant researching with intelligent full text searches
- Direct arrangement of new presentations for existing slides with drag & drop
- English version available for international use



**Central database**

Storage of all PowerPoint slides at one point guarantees optimum knowledge management and prevents duplication of work.



**Full text search**

The integrated full text search ensures the archived slides required are found quickly.

# mpm Digital Marketing Center 3.0: The most important features at a glance

The features of mpm Digital Marketing Center 3.0 cover all modern corporate communication requirements. In particular, they can also be used to guarantee the increased need for cross-media content linking. You can make any selection from these features and hence compile a highly individualized media and publishing portal for your company.



## The mpm Digital Marketing Center Portal

Provides a full overview for all users

Information available at all times

- Intranet
- Extranet
- Media portal
- Newsroom

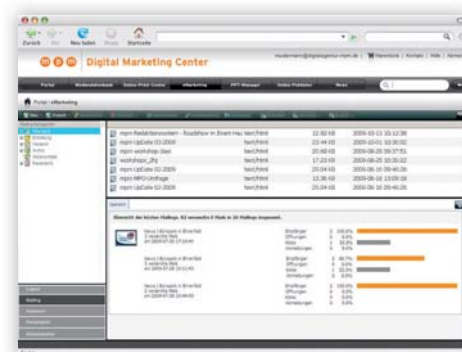


## The mpm Media Database

All media in one transparent database

Data managed centrally and used locally

- Media Asset Management
- Brand Management
- Document Management
- New Media



## mpm eMarketing

Do your own professional e-mail marketing

Individual online marketing

- E-mailing
- E-newsletter
- E-publication
- 1:1 marketing

## Our customers simply put together their dream system

A short interview with mpm Managing Directors Frank Bockius (left) and Philipp Mann (right)  
**Mr. Bockius, Mr. Mann, what do you think makes the mpm Digital Marketing Center 3.0 so successful?**

**PHILIPP MANN:** That's very simple, actually: We offer both the most comprehensive publishing management system on the market and a system that is very easy to configure individu-



ally. Our customers can therefore put together precisely the portal they want with all of the functions from an extremely wide range.

**FRANK BOCKIUS:** Added to this, of course, is the system's application simplicity. There is no magic involved in achieving tangible results in very little time with the mpm Digital Marketing Center 3.0.

**How do you guarantee this short integration phase?**

**FRANK BOCKIUS:** At mpm, our service commitment has been one of our top priorities since the company began. Our system is ultimately intended to optimize all communications processes so that customers can concentrate fully on their business. Our service teams operate practically around the clock to ensure that this objective is

achieved as quickly as possible. At the end of the day, that's our business!

**What system benefits do customers name most frequently?**

**PHILIPP MANN:** One benefit is certainly the fact that we can offer a system as a complete solution from a single source. As far as I know, that is unique in Germany.

**FRANK BOCKIUS:** In addition to the complete offering, our process simplification is definitely another critical factor. After all, who doesn't want their marketing and communication to work better or to achieve their corporate objectives more quickly?



### The mpm Online Print Center Web-to-Print and advertising materials center

Customize and individualize corporate media with Web-to-Print

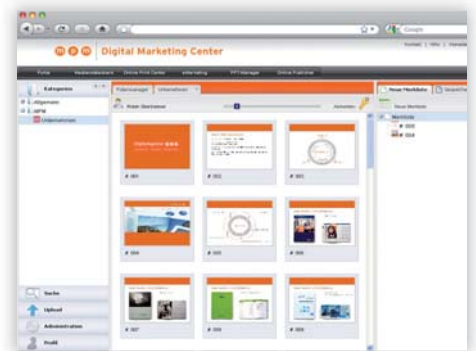
- Corporate Printing
- POS Media
- Direct Mail
- Advertising



### The mpm Online Publisher Annual and interim reports, employee and customer magazines – efficiently compiled with an on-line editing system

Automated publishing on the Internet

- Corporate Publishing
- Investor Publishing
- ePublishing
- Workflow Management



### The mpm PowerPoint Manager Chart-for-chart a strong brand

Simply find and rearrange slides online

- Slide management
- Full text search
- Corporate design checks
- Quick guide



# The road to success in communication goes via substance and efficiency

Anyone who wants to achieve their marketing, information and image objectives not only has to think about their content – they also have to adopt a process-related attitude. Time and cost factors are just as critical as the message itself. In 2000, Frank Bockius founded mpm media process management gmbh, which now employs some 35 people, on the basis of this core ideal.

## FINANCIAL COMMUNICATIONS



Conceptual design and implementation of the entire range of financial topics in print and online media. We develop all of the relevant communication materials with experienced financial journalists, copywriters and graphic designers – from annual and interim reports and financial marketing through to online IR media.

## CORPORATE COMMUNICATIONS



Conceptual design and implementation of all media formats in corporate communication. We develop corporate publishing ideas that intelligently interconnect print, online and mobile channels – from customer and employee magazines, sales communication and corporate design through to online communication.

## DIGITAL PUBLISHING SOLUTIONS



A selection of leading systems for brand and publishing management in the form of the mpm Digital Marketing Center 3.0 with six modules, including online editing system, media asset management application and Web-to-Print solution. As a first step, we also offer comprehensive publishing consulting that results in a specific recommendation for action.