

Its Advantages

&

Marketing Execution

C-Level Executive Brief



market savvy



market savvy



C-Level Executive Brief



Marketing Execution
&
Its Advantages



A Marketing Execution Partner

Today's marketing prowess is what separates the winners from the wannabes. Just as a major league sports franchise cannot afford to hire the best player at each position, companies have the same issue when it comes to executing their marketing plan. A brilliant CMO needs a great executioner. SPC combines technological expertise, years of experience in manufacturing, world-class sourcing, data collection and reporting, software design and data management to assist companies in professionally executing their marketing and communications strategies.

Your brand is your livelihood. One must not only be able to come up with innovative and creative ideas to promote one's brand in today's sea of noise, but it must be able to execute the strategy that will maintain and protect that brand.

SPC is not an agency nor a creative consultancy. We are a marcom executioner. We protect the brand and everything that the brand is placed upon.

No matter what that brand resides on, in or around, SPC has the tools and the team and the expertise to deliver the vehicle which hosts and carries the brand. It consists of the interface for choice, the manufacturing and data required to produce the product that the brand resides on, and the intelligence to account and report on when, where and how that item was delivered to the marketplace.

BRUCE SANDERSON
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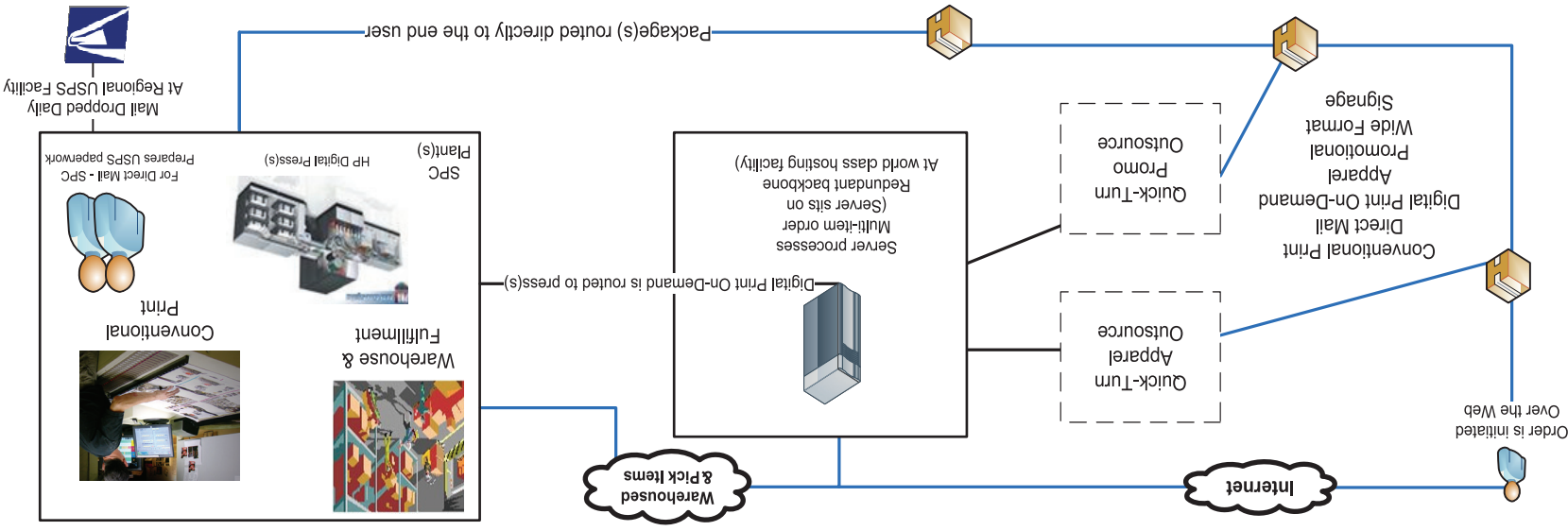
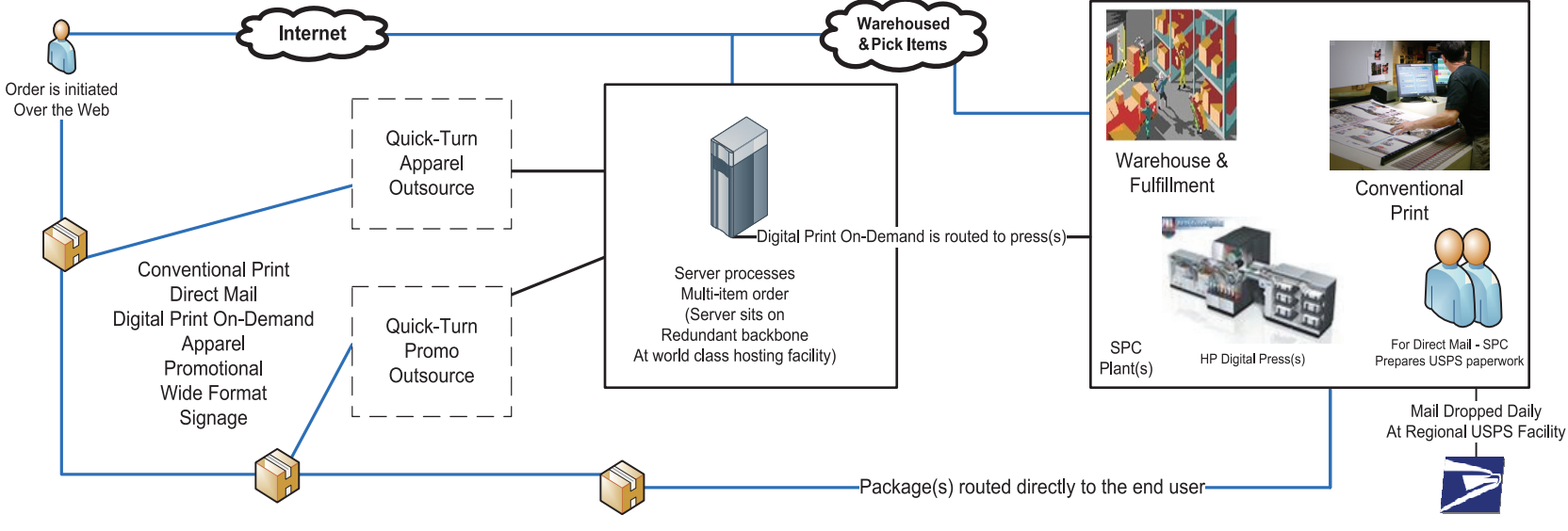
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Marcom Studio

MARKETING EXECUTION

Chief Technical Officer & Chief Information Officer

Benefits

Integration is not a requirement but an option

Single Sign On available to complement intra/extranet schemas
Web services integration can tie in all necessary data as needed

Not disruptive to existing company infrastructure

Maintained at world class facilities and all web-based for 24/7 access

No overhead required by IT or analyst teams

Strong Architecture (nothing required by SPC client)

No extra bandwidth, maintenance, hosting or servers (SPC maintains)
World class hosting facilities (multiple physical states) housed data
Disaster SLAs in place
No hidden fees or agendas (no hosting, storage or usage fees)

CTO/CIO

8



Marcom Studio

MARKETING EXECUTION

Chief Marketing Officer

Benefits

Primary Vendor for everything marcom
The Ultimate in Brand Control – no chance of dilution
A Custom Single Repository for all marcom
More time for strategy as SPC executes plan for CMO
24/7 Access to all transaction data/reporting off portal
National/International/Local Marketing Execution
Local customization within brand specifications/guidelines
Supports local co-op initiatives (market deviations not a problem)
Market competitive prices without large inventory holds/costs

How is this truly accomplished?

SPC manufactures, sources, warehouses, fulfills, distributes, bills, reports, stores all data. SPC builds a custom portal accommodating your current business model.

Instant Updates

Inventory Replenishment

Notifications via email for all key events

One process for placement of all SKUs in catalog (SPC manages & executes)

Native File (provided by client/agency)

SPC writes Statement Of Work

Template is built/tested/deployed by SPC

What efficiencies does it really bring to me?

A Single Point of Contact can manage all SKUs resulting in major soft cost/overhead reductions in

- Project/Vendor management (becomes single vendor not dozens)
Internal/External Customer Service
Sourcing
Logistics
Distribution
Reporting

1

CMO



Marcom Studio

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CMO



Marcum Studio

MARKETING EXECUTION

Shipping/Tracking
Warehousing

Fulfillment

Accounting

Analytics/Measurement

RFPs/Vendor Vetting/Lengthy and costly bidding processes

Communication efficiencies/cost reductions with

Internal staff (communicating the strategy/not logistics)

Upper management

Internal clients

External clients

What are the Long Term Effects of Partnering with SPC?

Replace overhead with new revenue streams

Reduce overhead by not having to manage non-marketing activities

Service the field more effectively, thus creating more appeal to your brand

Time savings on logistics and procurement equate to more time for brand strategy and creative

Use the SPC portal data to test, model, measure and service local markets – Virtual offerings require no capital – No more one-size-fits-all solutions

Reduce inventory/obsolescence and redirect your budget to other projects

Future decisions are based on data (not knee-jerk or educated guesses) resulting in cost-based decisions

SPC provided data prevents misguided directives from affecting your department (mandatory bidding, procurement integration)

CMO

2



Marcum Studio

MARKETING EXECUTION

VP Sales/Business Development

Benefits

Major competitive advantage in selling more franchises

Portal makes deployment simple and fast

Eyes into outside sales force/contractors activity all on portal

Broker activity for brochures/demos/FDDs all on portal

Training manuals for new reps/franchisees on portal

Actual statistics and data off portal can be used in selling

Web access to all sales materials and demonstration materials via portal

Print

Video

Downloadable PDFs

Human Resources/Legal/Administration

Benefits

Central repository for all documentation

Legal document changes are instant – FDDs up-to-date all the time

No obsolete material distribution risks

On-Demand/PDF delivery eliminates obsolescence

Eyes into all field activity

Portal records all activity for future use as needed

Limits false claims and unfounded arguments by individuals in the field

Proof of downloads/receipt for prospective and existing clients is stored in profile information and retrievable with admin privileges

Communications cost reductions

Major cost savings in information distribution requiring users to download to confirm receipt – portal records and stores

PDF distribution can be associated with SPC e-commerce engine & shopping cart for items which would otherwise have to be distributed via mail and monies collected manually

7

VP/HR



Marcum Studio

MARKETING EXECUTION

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Marcom Studio

MARKETING EXECUTION

Chief Operating Officer

Benefits

Eyes into network for operational purposes

- Inventory replenishment
- Product/Service acceptance
- Field Reporting

Vendor products (other than SPC) can all be placed into portal

Combines operational data with sales and marketing for single source reporting

Reduction in Vendor management/HQ Customer Service

SPC manages the order, payment and logistics from custom portal interface to vendor

Order placed by customer/franchisee in field

Portal maintains inventory levels with vendor

Portal creates job ticket and sends to appropriate vendor

Franchisee interacts with portal, not HQ re: vendor issues

Vendor negotiates with COO – then SPC interfaces with vendor to build products into portal catalog

SKUs not in inventory can be turned off thus eliminating back orders and unnecessary customer service calls and vendor friction

All training data can be stored on portal

- Print
- Video Clips

Security

Photo ID/Security Badges On-Demand via portal

Multiple levels of permission

Data to monitor trainee activity/certifications

Major cost reductions in

Vendor communications on individual orders

Customer service internal and external

Additional Revenue Streams/Accountability

All vendor sales data is now on portal

All satellite operational transactions are now on portal

COO

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Marcom Studio

MARKETING EXECUTION

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MARKETING EXECUTION

Chief Financial Officer

Benefits

Additional revenue streams

Bulk buys stored by SPC and offered at street price off portal

Rebates based on volume

Complete reporting to substantiate rebates (stored in portal – available 24/7 by you)

Multiple/Mixed forms of payment from

- Internal clients
- External clients
- Franchisees/Associates/Agents

Forms of payment include

- Credit Cards
- Purchase Order
- User Budgets

24/7 Access to all transaction data/reporting off portal

No need for CC merchant relations – SPC maintains and reconciles

Interface supports internal, external and retail

Unlimited internal/external cost centers supported

Reporting is 24/7 accessible by client

- Inventory
- Purchases
- Requisitions
- Transactions by any/all fields
- All data is line item and transparent

Your choice of billing intervals

All billing data stored on portal for substantiation

Spreadsheet with all portal data provided for substantiation

Multiple billing types to support diverse models (company owned/franchised)

Complex billing is supported due to owned inventory sold to agents/franchisees/CO stores

CFO

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Marcom Studio™

MARKETING EXECUTION

Chief Executive Officer
President

Benefits

Strategic/Analytical

Visibility into all network activity for sales, marketing and operations

- All transactions recorded real time
 - 24/7 Access to all transaction data/reporting via portal
 - Know exactly which franchisees are active
 - Monitor entire regions using your data, not their data
 - Identify inactive/underperforming regions sooner than later
- All data off SPC portal is factual, not fuzzy**

- Portal provides data that is measurable by all departments
- Centralized data collection reduces analytical overhead
- Portal usage depicts internal/external traction

Human Resources

- Hiring becomes more strategic with relation to growing the business and less pragmatic in servicing existing business
- Use SPC real data to determine where your issues truly originate preventing misconceptions or misdirected blame

Business Development/Reporting Accountability

More Franchise Sales – Competitive Advantage

- SPC's centralized system provides competitive power in the marketplace – franchisees want convenience – offer them turnkey solutions and beat out your competition

Guarantee that sales force is actually selling (reflects in data)

- Usage proves effectiveness of sales/business development direction and activity
- Allows for quick strategic adjustment

Direct Reports are all working from single source of data

- All departments can measure using SPC data in real time – reducing costly indecisions or bad decisions which often don't show up until year-end analyses

CEO

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MARKETING EXECUTION

Revenue/Time to Market
Major Overhead Reduction

Benefits

Strategic/Analytical

Visibility into all network activity for sales, marketing and operations

- Reduction in overhead often ends up being an additional revenue stream- payroll is reduced, buying power increased and inventory is often purchased for less
 - Spend more time selling franchises and beating out your competition. Spend less time servicing single established locations
 - Run leaner/meaner management teams to develop and sell more product while SPC executes your marcom plan
- Faster Franchise Deployments/Brand Development**
- Franchise owners/employees spend more time growing business/not shopping for marcom – all products come from centralized portal

- More time focused on brand development and strategy resulting in higher royalty revenues

Vendor Control/Reporting

- Far less resources spent managing multiple vendors, chasing rebates and verifying usage
- Centralized system now reduces number of vendors required to service network reducing overhead and increasing buying power with existing vendors

Business Development/Reporting Accountability

Single source for majority of all marcom means less cost in logistics, soft costs and more time for growth vs. maintenance

5

CEO

CEO



Marcom Studio™

MARKETING EXECUTION

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