

4 Benefits of a Single-source Marketing Supply Chain Vendor

Rather than relying on one system for ordering, another to send those orders to production, and yet another to distribute them, single-source marketing supply chain management systems coordinate it all from one place saving you time while optimizing your budget.

1. Seamless digital asset management (DAM) integration.

- ✓ Instead of hoping a standalone DAM system will integrate with a separate ordering system, single-source solutions combine the two into one. This makes it easy for your corporate team to load marketing assets into just one system where each end user can directly order collateral or download assets.

3. Controlled personalization.

- ✓ Consumers are much more likely to engage with personalized and localized messages, yet most companies are hesitant to let end-users customize their marketing collateral out of fear that they'll dilute the brand. Single-source systems allow leadership to provide access to content that can be changed while ensuring legal and compliance content remains protected. This offers the best of both worlds – providing flexibility and access for customization while maintaining brand and legal compliance.

2. On-demand printing.

- ✓ By managing ordering and fulfillment with the same system, single-source tools allow for orders to be made as needed by end-users. Rather than pay for printed inventory to sit on the floor, users can tailor their orders to fit their particular needs and budget without wasting money in the process. In addition, they also gain valuable insight into the quantity and frequency of orders, providing opportunities to eliminate underutilized pieces and visibility into what communication is being accessed most frequently.

4. Multichannel marketing capabilities.

- ✓ For most companies with aging supply chain management systems, adding a new channel capability is like building on an already fragile house of cards—one tiny mistake can bring the whole thing down. With a single-source solution, all channels are managed from one touchpoint, allowing you to spend time crafting great messages rather than worrying about how they'll get delivered.

The OTP One platform brings together intuitive technologies and ready-made solutions to help you govern all your communications and marketing programs through one central command center. From creation to distribution, OTP One keeps all your marketing initiatives connected—ensuring brand consistency through a library of personalized approved digital assets; access to high quality materials with on-demand ordering from a single supplier, and insights into stock, ordering, and production costs across all users.

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