

Elevate Your Print Service Offering with MarcomCentral: The **Distributed Marketing** Solution for Print Service Providers (PSP)



Empower Your Customers with an On-Demand Marketing Storefront

As a Print Service Provider (PSP), delivering value to your customers goes beyond just print fulfillment. With MarcomCentral's powerful distributed marketing platform, you can offer clients a seamless, self-service storefront for ordering brand-compliant, customizable printed materials. This gives them the flexibility they need while you manage production efficiently. Key benefits include:

- » **On-Demand Access to Marketing Assets:** Offer customers a branded ecommerce storefront where they can select, customize, and order marketing collateral on their schedule.
- » **Self-Service Customization:** Clients can personalize pre-approved templates for everything from brochures to signage, ensuring brand consistency without compromising their creative vision.
- » **Automated Ordering & Fulfillment:** Orders placed through MarcomCentral flow directly into your print production system, automating the process from asset creation to print fulfillment.



Streamline Your Workflow with Seamless Integration

MarcomCentral integrates effortlessly with your existing print management systems, like Avanti Slingshot, to ensure a smooth workflow that benefits both your PSP business and your customers:

- » **Real-Time Order Management:** MarcomCentral's storefront integrates with your MIS, offering you full visibility into customer orders. This helps you manage production schedules more effectively and ensure timely delivery.
- » **Reduce Manual Re-Keying:** By automating order data transfer from the ecommerce platform to your print system, MarcomCentral eliminates the need for manual re-entry, saving time and reducing costly errors.
- » **Flexible Print Fulfillment:** Whether it's large-format printing, direct mail, or promotional products, MarcomCentral ensures that each customized order is accurately routed through your production line.

Drive Efficiency and Profitability with Automation

MarcomCentral's robust feature set allows Print Service Providers to operate more efficiently while maintaining high standards for quality and customer satisfaction:

- » **Order Automation:** Orders placed by customers through MarcomCentral's storefront are automatically routed into your production workflow, enabling faster turnaround times and reducing bottlenecks.
- » **Centralized Asset Management:** Ensure all marketing materials are brand-compliant and up to date with MarcomCentral's centralized asset library. This makes it easy for customers to find and order approved assets quickly.
- » **Built-in Reporting and Analytics:** Use MarcomCentral's analytics to gain insights into your customers' purchasing patterns and popular assets, helping you optimize your offerings and stay ahead of demand.



Enhance Customer Experience and Retention?

MarcomCentral provides a superior customer experience that keeps clients coming back, helping PSPs strengthen relationships and drive customer retention:

- » **Custom-Branded Storefronts:** Provide customers with a fully branded, personalized storefront where they can browse, customize, and order marketing materials with ease.
- » **Faster Turnaround Times:** With an automated workflow from order entry to print, you can speed up turnaround times and meet tight deadlines, enhancing your service quality.
- » **Scalable Solution:** Whether you serve small businesses or large enterprises, MarcomCentral scales your business, offering customizable storefronts for each client without increasing operational complexity.

Why Choose MarcomCentral for Your Print Service Business?

- » **Empower Your Clients:** Offer your customers a branded, self-service storefront for easy access to customizable, on-demand marketing materials.
- » **Automate and Streamline:** Integrate MarcomCentral with your existing print systems to automate order entry, reduce manual tasks, and increase operational efficiency.
- » **Boost Customer Satisfaction:** Provide faster turnaround times, brand consistency, and an elevated customer experience that keeps clients coming back.



Transform Your Print Service Offering with MarcomCentral

Unlock new revenue streams and improve operational efficiency by offering customers a seamless marketing storefront powered by MarcomCentral. Contact us today to learn more or schedule a demo.

[MARC.COM](https://marcom.com)