![SAS logo] **§sas**
THE POWER TO KNOW®

SAS® Marketing Operations Management – Artwork Producer

Simplify the creation and use of templates to ensure brand compliance

■ What if you could...

Preserve key brand elements
What if you could protect your brand's identity and achieve a consistent look and feel across all marketing materials by ensuring the use of standard templates across disparate locations and departments?

Ensure greater reuse of assets
What if creating and customizing templates were so easy that marketing teams would be more likely to set up and use approved templates, thus helping to ensure that existing assets get as much reuse as possible?

Gain time and cost savings
What if you could completely automate the graphic design process and eliminate intermediate processing steps?

■ You can. SAS gives you The Power to Know®.

How SAS® Can Help

Protecting your brand by ensuring that your marketing materials maintain a consistent look and feel can be challenging. It is especially difficult to ensure that branch and regional offices adhere to standardized templates, while also giving them the freedom to customize messages and graphics, or create their own materials. The Artwork Producer module of SAS Marketing Operations Management is the answer.

The Artwork Producer module empowers marketing organizations to create customized marketing materials while adhering to database-driven design templates, without the need for additional design tools. With this module, you can:

- Easily create and modify templates using visual configuration capabilities.

  – Specify which template elements should remain fixed and which ones can be adapted or customized.
  – Customize templates by simply supplying textual information and selecting predefined images.

- Get immediate feedback on artwork adaptation by generating a PDF and displaying it in a Web browser.
- Streamline production processes by exporting final artwork into print-ready EPS or PDF formats.

And because the Artwork Producer and Digital Asset Manager modules of SAS Marketing Operations Management are fully integrated, users can easily retrieve approved graphics from within new designs, enabling you to ensure proper rights management and consistent use of brand identity elements.

Learn more

To learn more about SAS Marketing Operations Management, visit us online at:
sas.com/marketingoperations

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