

Case Study:

Aladdin Channel Partner Direct Mail System

Developed and hosted by
Citation Software Inc.



Citation Software Develops Web Portal That Makes it Easy for Aladdin Knowledge Systems Channel Partners to Launch Aladdin-approved Direct-Mail Campaigns

Citation Software (www.CitationSoftware.com) is an east-coast value-added-reseller (VAR) and software consulting/development company that focuses on variable-data-publishing technology and Web-to-print solutions. Citation has leveraged its core technology to develop a Web-to-print portal for an on-demand direct-mail-marketing system for Aladdin Knowledge Systems (www.ealaddin.com).

Aladdin is a leader in digital security, providing organizations with award-winning solutions for software commerce and Internet security. The company serves more than 30,000 customers worldwide and employs about 350 people. Aladdin's international network of Channel Partners is made up of system integrators, Web developers, networking companies and consulting firms that sell and support Internet security products. Aladdin wanted to make it easy for its Channel Partners to implement direct-mail campaigns that make use of high-quality, full-color marketing literature that carries Aladdin's corporate branding and conforms to Aladdin's design standards but is also tailored for each particular Channel Partner.

During the summer of 2002, Aladdin's Director of Channel Marketing, Michael Lange, began to explore this possibility with John Pfeifle, Citation's Vice President/Sales. After a series of discussions with Pfeifle, Lange made the decision to retain the services of Citation Software for design & development of a Web-to-print portal for the Aladdin Channel Partner Direct Mail System. The Web portal allows Aladdin's Channel Partners to launch Aladdin-approved direct-mail campaigns quickly and easily, on demand.

The Creative Process

Aladdin already had a collection of professionally designed, full-color documents that were being used for its corporate direct-mail campaigns. These documents, most of which were self-mailers, carried Aladdin's corporate branding and showed contact information for Aladdin's corporate sales division. Aladdin wanted these documents to be used as the basis for the new Channel Partner Direct Mail System that was to be implemented by Citation Software. The documents were to maintain the same basic layout but were to be modified as required to accommodate customization with each Channel Partner's company name, postal address, phone number, e-mail address, Web URL, and logo.

Aladdin simply handed off electronic versions of the documents to Citation Software, and Citation Software's creative personnel and technical personnel made the required modifications and utilized the modified documents as the foundation for a collection of electronic templates that would interface with the Web portal's server-based document-composition engine.

Thus, Aladdin is reaping the benefits of having a customized-document-creation system at its disposal without investing any time or money in IT initiatives or user training.

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Two Levels of Customization

The system provides two levels of customization. The first level is the inclusion of the Aladdin Channel Partner's company name, address, phone number, Web URL, e-mail address, and logo in the body of a customized document. The second level is the printing of name-and-address data on the face of each document when a batch of customized documents is printed and mailed.

How it Works

For each Aladdin Channel Partner that is to use the system, a Channel Partner Direct Mail System Account is created. A user ID and password are assigned to the account and are made available to the Channel Partner. The process of creating the account and making the username and password available to the Channel Partner takes only a minute or so.

The Channel Partner is instructed to use a Web browser to go to a specified Web URL and enter the user ID and password. This gives him/her access to the system.

While using the Channel Partner Direct Mail System, the Aladdin Channel Partner is interacting with a Web site that's hosted on a Citation Software server. However, because the Web pages are branded for Aladdin, it seems to the Channel Partner as if he/she is interacting with the Aladdin Web site.

Aladdin Customized Literature Creator - Microsoft Internet Explorer provided by America Online

File Edit View Favorites Tools Help

Address http://64.78.63.108/dynamic/td/ALADIN-ALADIN03-0001539-1064767565521.htm

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Community Relations
Contact Us

Enter your company information and contact information

This area of the Aladdin Web site allows an Aladdin Channel Partner to order a specified quantity of Aladdin marketing documents that are customized with the Aladdin Channel Partner's company logo, name, address, phone number, Web address, etc.

For some of these marketing documents, it is possible to upload a database containing names and addresses of potential customers. Aladdin's document-customization system will print the names and addresses on the customized documents and send them via U.S. Mail.

To get started, please provide the information requested below and then click the "Continue" button at the bottom of this page.

The information in this box will be printed on your customized documents.

Company name required

Company address required
Number & street name
(EXAMPLE: 444 Aladdin Road)

Suite, room, or floor number

City required

Internet

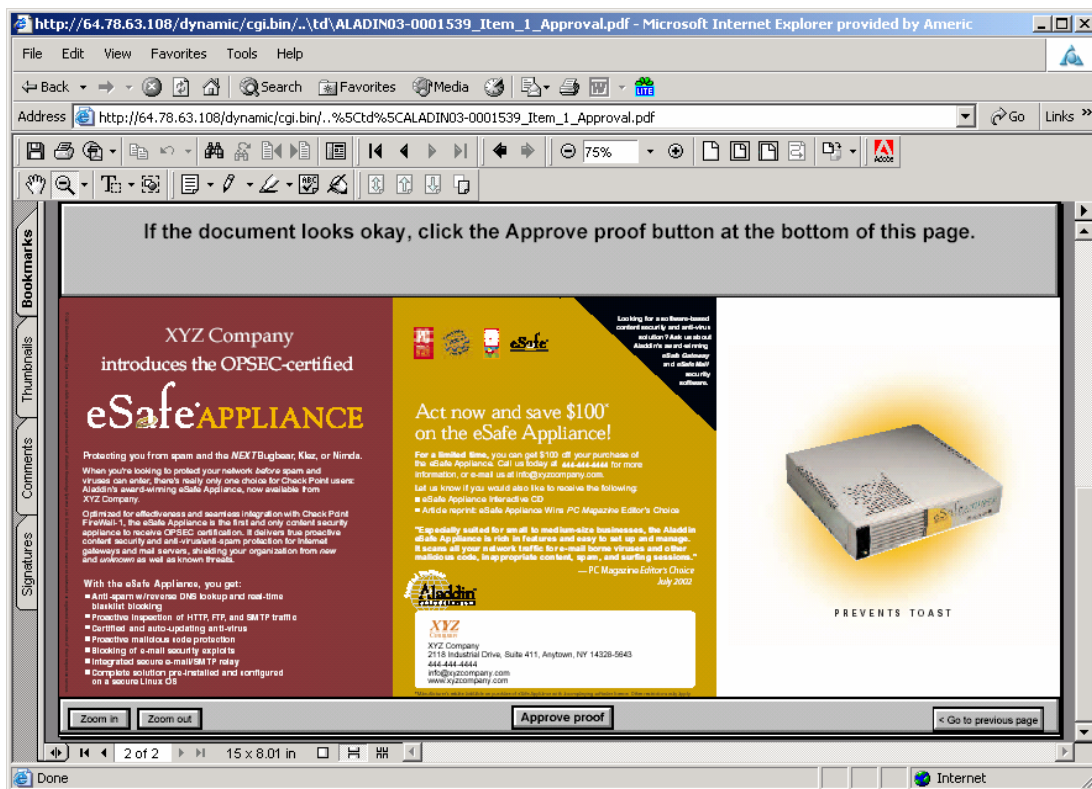
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Next, the Channel Partner enters a few pieces of information on an HTML form and clicks a button. He/she then sees thumbnails for a collection of customizable, Aladdin-designed marketing documents. The Channel Partner clicks on one of the thumbnails to select the document that is to be used for his/her direct-mail campaign. The Channel Partner is then allowed to upload a file containing a company logo and is also allowed to upload a database containing name-and-address information.

At this point the system's document-composition engine uses the information provided by the Channel Partner to generate a high-fidelity proof of the customized document. The system displays the proof on the screen, along with instructions that ask the Channel Partner to examine the proof and click an "Approve proof" button when ready to go to the next step.

The Channel Partner sees a window like this after the server-based document-composition engine has created a proof of the customized document. The proof is in PDF format, so the Channel Partner can scroll around and zoom in to examine important details.



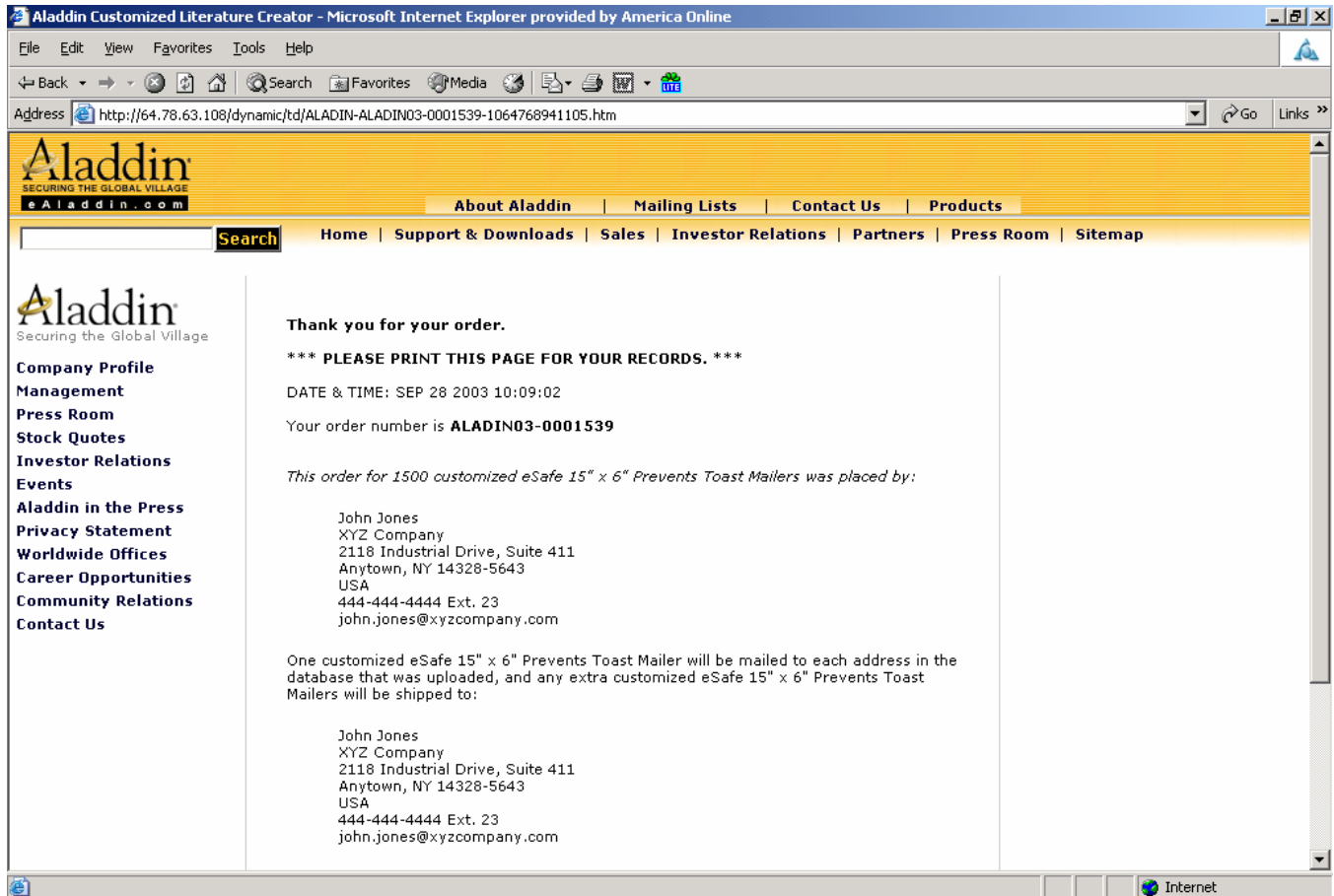
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Successive windows ask the Channel Partner to specify the number of documents to be printed and to provide shipping information.

At the end of the process, the Channel Partner is presented with an on-screen document containing a unique order number, along with all the order details, and he is given instructions to print the on-screen document and keep it on file.

The Channel Partner sees a window like this at the end of the process.



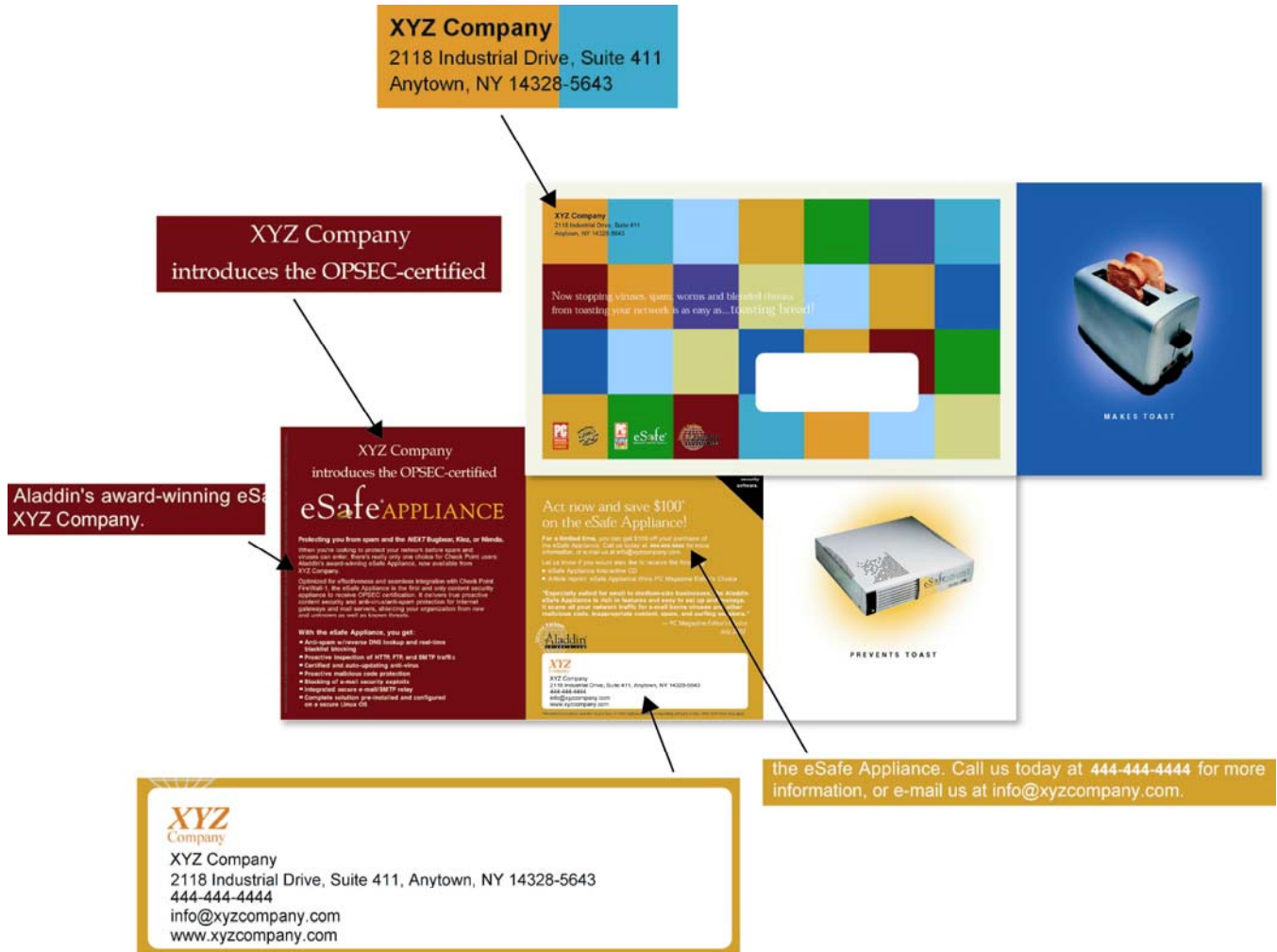
The system automatically generates a print-ready PDF file that will be used to print the specified quantity of customized documents. It also generates a watermarked, encrypted proof in PDF format.

The Channel Partner automatically receives an e-mail message that contains all the order details, along with a link to the watermarked and encrypted PDF proof. At the same time, an Aladdin representative receives an e-mail message containing essentially the same information, and Citation's production personnel are notified of the order details and are provided with a link to the print-ready PDF file as well as a link to the uploaded name-and-address database file.

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This is an example of a document that's been created by the Aladdin Channel Partner Direct Mail System for a Channel Partner named "XYZ Company." The document has the first of two customization levels — that is, it has been customized with the Channel Partner's company name, contact information, and logo. At print time, the print-and-mail vendor will apply the second level of customization: the names and addresses of recipients to whom the batch of documents will be mailed.



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The print-ready PDF file and the database file are transmitted to Citation's print-and-mail vendor, who uses a digital color press to print the documents, introducing the second level of customization (names and address of recipients) during the printing process. The completed documents are then mailed.

The entire process from start to finish typically takes five days or less.

This is what the fronts of the documents look like after the names and addresses of recipients are printed on them. The names and addresses are taken from the database that was uploaded to the Channel Partner Direct Mail System by the Channel Partner.



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Here are three documents from a batch of documents that are customized for a different Channel Partner: "Blue Matrix Network Solutions."

Blue Matrix Server Solutions
4428 Mondak Street
Syracuse, NY 13227

Now stopping viruses, spam, worms and blended threats from toasting your network is as easy as... **toasting bread!**

S & J NETWORKING
245 GREENVILLE ST
SYRACUSE NY 13489-2456

Continued for effectiveness and seamless integration with Check Point Firewall-1, the eSafe Appliance is the first and only content security appliance to receive CISCCS certification. It provides true granular content security and anti-malware-protection for Internet gateways and firewalls, allowing your organization from new and unknown as well as known threats.

With the eSafe Appliance, you get:

- Active updates with 24/7 backup and real-time threat detection
- Proactive inspection of HTTP, FTP and SMTP traffic
- Certified and auto-updating anti-virus
- Proactive malicious code protection
- Blocking of e-mail security exploits
- Integrated secure e-mail SMTP relay
- Complete solution pre-installed and configured on a secure Linux OS

Aladdin NETWORKING

BLUE MATRIX
Blue Matrix Server Solutions
4428 Mondak Street, Syracuse, NY 13227
315-222-2222 Ext. 208
info@bluematrinxnetworks.com
www.bluematrinxnetworks.com

Specialty valued for small to medium size businesses, the Aladdin eSafe Appliance is built to feature and easy to set up and manage. It works on your network traffic for several years, viruses and other malicious code. Integrated content, spam, and surfing controls.

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MAKES TOAST

PREVENTS TOAST

Blue Matrix Server Solutions
4428 Mondak Street
Syracuse, NY 13227

Now stopping viruses, spam, worms and blended threats from toasting your network is as easy as... **toasting bread!**

NETSOFT
51 DELAWARE RD
OTSEGO NY 14218-5451

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4428 Mondak Street
Syracuse, NY 13227

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VENTURE ELECTRONICS
1244 NIPSON CIR
CAMDEN NY 15217-7644

Continued for effectiveness and seamless integration with Check Point Firewall-1, the eSafe Appliance is the first and only content security appliance to receive CISCCS certification. It provides true granular content security and anti-malware-protection for Internet gateways and firewalls, allowing your organization from new and unknown as well as known threats.

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Affordability

Citation Software prides itself on the fact that its Web-portal system is affordable! This is one of the reasons that Aladdin made the decision to partner with Citation Software for implementation of the Channel Partner Direct Mail System.

Benefits

Now that the Channel Partner Direct Mail System is in use, Aladdin is enjoying the following benefits:

- It's easy for Aladdin's Channel Partners to launch direct-mail campaigns; this encourages the Channel Partner to be proactive in their marketing efforts.
- It's easy for Aladdin to monitor the use of the Channel Partner Direct Mail System, because the system notifies an Aladdin representative automatically whenever one of its Channel Partners places an order for a batch of customized documents.
- Since the layout of each document is approved in advance by the corporate customer, there is no danger that a channel partner/dealer will create a document that does not conform to corporate branding criteria.
- Aladdin does not need to invest a lot of time and effort to add new document templates to the system. Aladdin simply works with its own design firm to create a new document and then makes the document available to Citation Software in electronic format. Citation Software does the work that's required to convert the document into a template and add it to the system.

How to get more information

For more information about Citation Software, call 508-436-2543 or send e-mail to info@CitationSoftware.com.

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