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A **RoqLogic, Inc.** White Paper

Maximizing Your Investment In Digital Assets

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Introduction

Each year, direct-selling companies invest hundreds of thousands, if not millions of dollars in producing and distributing their latest promotional materials to help distributors build their businesses.

Traditionally, printed brochures, videos/CDs/DVDs and product sell sheets were the primary vehicles distributors used to sell. The Internet and out-of-the-box applications like PowerPoint and Keynote have become the norm.

While efficient, this fundamental change in the way distributors sell has created a dilemma at the corporate level. What do they do with all of the digital assets such as photographs, videos and audio files they have produced? As they create new resources each year, what will be the best way to distribute or make these assets readily available in order to maximize their investment and usage in the field?

Distributors are reluctant to continually invest in replenishing materials as their inventories are depleted and corporations are discovering that their significant investment in digital assets is being underutilized. This has placed a burden on the parent company as these materials are critical to support new products, events and promotions.

Embracing the Change

Technology has changed the way we communicate in business. It's fast, efficient and provides a variety of options regardless of whether distributors are recruiting, selling product, informing, training or just keeping in touch.

Whether solutions are corporate-driven or out-of-the-box products, there are plenty of options in the market for companies and distributors.

A host of software tools are readily available—from email-only programs to complete package solutions such as contact management solutions (e.g., Microsoft Outlook) and presentation programs (e.g., PowerPoint).

While these options can certainly be used in communicating and selling, they do so without the ability and flexibility to access the extensive repository of assets that the parent company has created.

Single-Source Solution

There are certainly lots of different products that can be used throughout an organization to communicate within the network and to customers, prospects and peers. But what seems to be missing is a single solution that addresses all of the industry's communications needs.

Through its original work in the production of corporate videos for direct-selling companies over the past ten years, RoqLogic recognized that companies rarely maximized their investments in videos, photography, printed materials and recordings. As the need for richer media to help build their businesses continues to increase, corporate marketing departments have recognized the need to find a cost-effective communications solution to meet the demands of their distributors and put their investment to work.

Meetings with direct-selling organizations and their distributors quickly revealed the need for an integrated solution that would provide:

- Easy access to, and usage of, a corporation's assets
- Flexibility within the network
- Better asset management
- Overall control over the brand.

A result of direct user input, the RoqLogic Media Center was developed to deliver a myriad of robust offerings to meet the dynamic communications and marketing needs of the worldwide direct-selling industry. It establishes an online media community where video, audio, images and documents are centrally stored and organized.

The real power of the Media Center is that it links a company's robust pool of assets to a building and publishing environment where distributors can create, customize, personalize, email, share and track high-quality online SlideShows and eCards. For the parent company, the Media Center cost-effectively streamlines the distribution of new materials and makes updates seamless and easy. For the distributor, they now have complete access to a wide range of materials to communicate their story. The result is efficiencies for both the parent company and its distributors. It promotes sales and recruiting, thus sending more profit to the bottom-line.

How It Works

At the heart of the system are three distinct libraries, all accessible and searchable with a click of the mouse:

- **Master Library:** Corporately provided materials that are available to all subscribers. This can include video, audio, images, documents, SlideShows and eCards;
- **Personal Library:** Subscriber assets or materials that have been created, customized or uploaded to the system;
- **Shared Library:** Field-tested presentations created by the organization's leaders.

Utilizing the Master or Shared libraries, distributors can customize existing presentations or create them from scratch. They do so using an intuitive drag-and-drop building environment using assets from the three libraries and a robust suite of formatting tools.

The Media Center puts distributors in control of their communications by giving them the ability to access, create, publish and track their marketing and sales efforts.

Access

Distributors have access to libraries where they can select pre-built SlideShows and eCards, as well as hundreds of videos, images, documents and audio resources. Assets can be accessed by name, type or by keyword search.

Build

Distributors can build or customize SlideShows and eCards by personalizing them with their own message. They can assemble complete presentations virtually in minutes using existing SlideShows, slides and assets from any of the libraries. Videos, images and text can be moved, resized and formatted according to their individual style and needs.

Publish

Distributors can then e-mail their presentations to one, several, even hundreds of customers, prospects or peers via an integrated address book that provides management of email addresses and groups. Each email recipient can enjoy a personalized presentation that has been automatically tagged with the distributor's contact information.

Track

Distributors can monitor their marketing and communications activities by receiving confirmation on the receipt of an e-mail, whether or not it was opened, viewed or forwarded.

Affordability

Not only is the Media Center a powerful communications solution, it is affordable for everyone. For the parent company, there are little or no start-up costs, installation costs or on-going fees. In fact, if implemented throughout the network, The Media Center can actually become a corporate profit center. For the field, a nominal monthly fee gives them access to all corporate assets, as well as all of the templates and/or marketing materials created.

Summary

Just as on-demand, short-run color printing changed the printing industry and how corporations created their sales materials during the late 90's, the growth of the Internet and the demand for rich media created the need for the Media Center. Software tools that take full advantage of the robust, dynamic environment of the Internet have changed the way companies conduct business today and are quickly becoming the standard in communications tools for tomorrow.

Direct-selling companies number in the thousands, while their networks reach in the millions. Corporations realize that their growth will ultimately come from delivering value to their customers. However, the sheer number of distributors has created a new paradigm that requires unfettered access to materials to build their businesses. That is precisely what the Media Center provides.

To find out more about the RoqLogic Media Center, visit www.roqlogic.com or call 949-477-6048