

**avanti**  
A RICOH Company

# Transform Your Print Manufacturing Workflow with **MarcomCentral** & **Avanti Slingshot**

## Streamline Operations from Order to Fulfillment

In the fast-paced print industry, delivering a seamless customer experience is key. By integrating MarcomCentral's powerful distributed marketing and ecommerce storefront with Avanti Slingshot's advanced print management information system (MIS), you can streamline your entire workflow—from customer order entry to final fulfillment. Together, these solutions provide:

- » **End-to-End Efficiency:** Automate key processes with Avanti Slingshot to reduce manual tasks, eliminate errors, and ensure print jobs flow seamlessly from customer order placement to delivery. MarcomCentral enables clients to select, customize, and order brand-compliant marketing assets directly from your storefront.
- » **Centralized Control:** MarcomCentral's centralized brand hub guarantees that all client marketing materials are not only consistent but easily accessible for on-demand ordering. Avanti Slingshot offers a single dashboard for full visibility over your print, inventory, and fulfillment operations, helping you manage everything from one place.
- » **Accurate Costing & Invoicing:** Avanti Slingshot provides precise job estimates and ensures streamlined billing and expense management, so you can maintain profitability on every order. MarcomCentral's ecommerce platform also simplifies the customer purchase process, ensuring a smooth flow from order to production.



## Why Avanti?

Since 1984, Avanti, a Ricoh Company, has created products that put the customer first, culminating in the award-winning Avanti Slingshot Print MIS, our industry-leading and JDF-certified print management software.

With Avanti Slingshot, we have developed the most open industry solutions to run multiple lines of business, handling commercial and marketing communications, in-plant, large/wide format, print, and mail workflows. Integrated modules extend from online order entry through production and billing.

We know it's important to address each company's diverse needs, and that's why we have focused on developing fully-integrated modular solutions that can be specifically tailored to your company's workflow. Where other Print MIS solutions force you to conform to the software, our platform focuses on flexibility and the ability to adjust to your business process.

## Integrate, Automate, and Optimize

The combined power of MarcomCentral and Avanti Slingshot creates a fully optimized workflow, improving both back-end operations and the customer experience:

- » **Seamless System Integration:** Avanti Slingshot bridges the gap between your print management systems and other business tools, while MarcomCentral ensures clients have instant access to brand-compliant assets and customization options. Together, they provide a cohesive workflow that enhances both internal collaboration and customer satisfaction.
- » **Real-Time Updates:** MarcomCentral allows clients to make real-time updates and customizations to their marketing materials before placing an order, ensuring that collateral is always current and on-brand. Avanti Slingshot instantly integrates these updates across production, keeping your print jobs accurate, compliant, and error-free from start to finish.
- » **No Manual Re-Keying:** Say goodbye to manual data entry. With MarcomCentral's automated marketing ecommerce platform and the Avanti Slingshot MIS, data flows seamlessly from the customer's order to the final invoice. This automation reduces costly errors, speeds up turnaround times, and keeps customers satisfied with a smooth ordering experience.

## Maximize Efficiency and Profitability

The combined power of MarcomCentral and Avanti Slingshot transforms your print manufacturing business by:

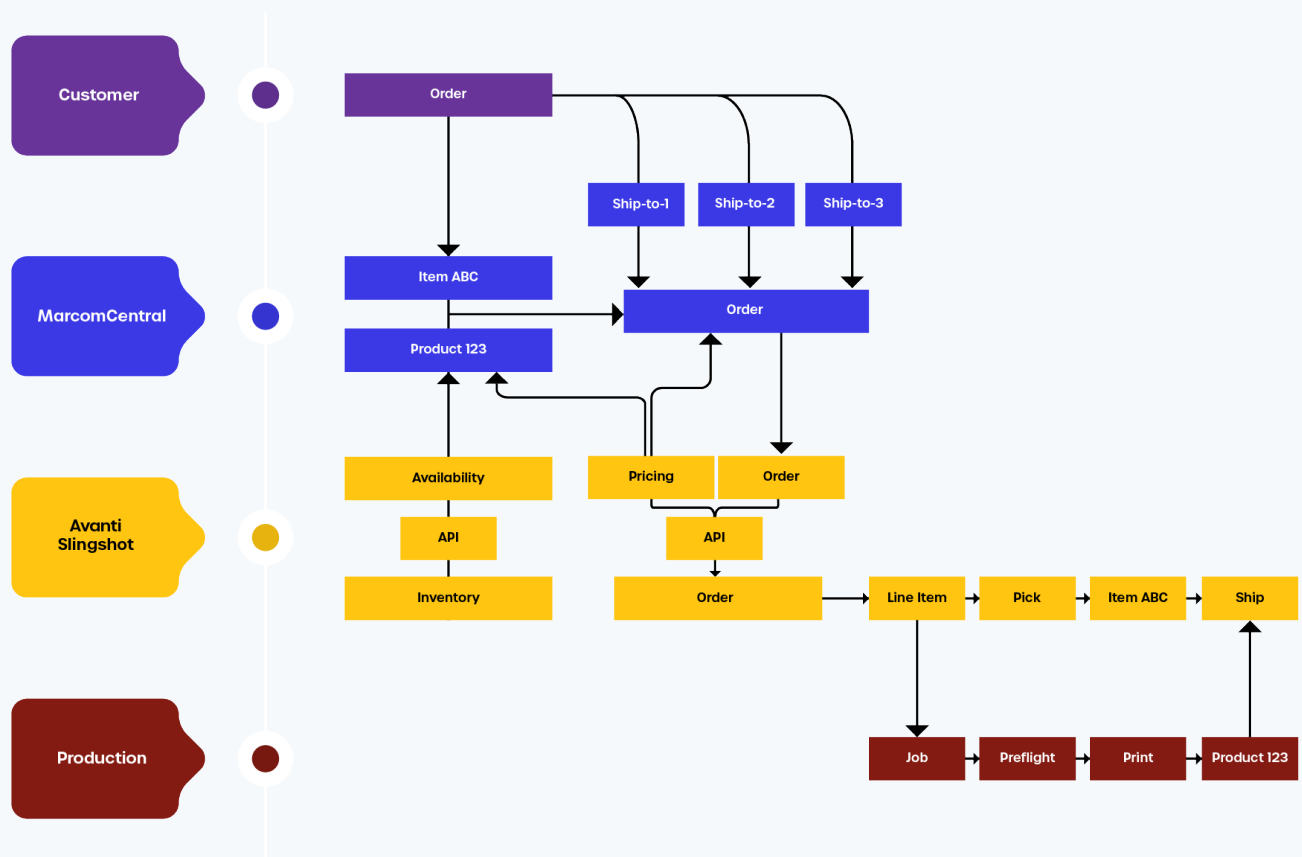
- » **Enhanced Business Visibility:** Avanti Slingshot's single dashboard provides comprehensive visibility into your operations, enabling faster, more informed decision-making. MarcomCentral complements this by ensuring that your client's brand remains consistent and compliant at every touchpoint.
- » **Streamlined Print Production:** Simplify complex print jobs with MarcomCentral's intuitive platform and Avanti Slingshot's JDF-certified system, ensuring your print production is efficient consistent, and compliant.
- » **Optimized Inventory Control:** Avanti Slingshot tracks inventory levels in real time, ensuring that you always have the materials needed for production. Whether it's paper stock, inks, or other resources, you can efficiently manage inventory to meet customer demands without overstocking or running out of essential items.
- » **Profitability Focused:** Accurate estimating and efficient resource management through Avanti Slingshot, combined with MarcomCentral's brand management, help you protect margins and grow your bottom line.



## Why Choose MarcomCentral & Avanti Slingshot?

- » **Total Workflow Automation:** From order intake to final delivery, automate your processes to save time and reduce costs.
- » **Consistent Brand Delivery:** Ensure every print job adheres to brand guidelines with MarcomCentral's centralized asset management.
- » **Increase Profit Margins:** Leverage Avanti Slingshot's accurate costing and MarcomCentral's efficient asset management to increase your margins and drive business growth.

## Ricoh Integrated Workflow - Avanti and Marcom



## Ready to Revolutionize Your Print Workflow?

Discover how the integration of MarcomCentral and Avanti Slingshot can transform your print manufacturing and fulfillment processes. Contact us today to learn more and schedule a demo.