

EXECUTIVE SHOWCASE

Interactive Brochure

Make your current collateral work twice as hard and reach more prospects at a dramatically lower cost.



Executive Showcase is a groundbreaking marketing tool from Informa Investment Solutions. It can be used by virtually any company because it is simple-to-use, web-based software that enables you to deliver savvy, up-to-date collateral to a target market, online, at low cost, and then measure the results with amazing accuracy.

Basically, Executive Showcase is advanced Adobe Flash technology that lets you view a brochure or presentation online in the same way you would flip through a paper document. Also, because it is viewed online, there are no limitations to the size of your documents – definitely not the case when you try to send documents as attachments to emails. Just imagine: Starting today, you have easy access to technology that lets you convert your own marketing materials, brochures, white papers, client updates, and postcards into sophisticated online flipbooks (complete with page-turning sound effects) in a matter of minutes! How cool is that?!

Delivering your flipbook is simple, as well. You just send it to customers and prospects via trackable electronic link. The cost? Far less than the expense of printing and mailing hundreds or thousands of pieces of collateral that will soon be out of date. Whether you are talking to an audience of one or one million, Executive Showcase gives you a professional piece that will impress your clients and prospects.

Executive Showcase Takes Company Brochures, Tracking and Targeting into the 21st Century

Executive Showcase gives you a dynamic new way to communicate with your clients and prospects. For any type of company, Executive Showcase presents an exciting opportunity to cost efficiently reach your entire marketing list, while enabling you to continually up-date company information.

Executive Showcase also helps you build your client and prospect relationships. At the same time, it saves you time and money by eliminating the need to print and mail brochures. What's more, it solves the mystery of whether your audience received it, read it, or is interested in your offering. You can see immediate results and target your subsequent selling efforts with dramatically increased effectiveness.

Other outstanding benefits include:

- Unlimited distribution. Send your flipbook to one or one million – it doesn't cost any more.
- Versatility. Executive Showcase can be displayed in the pages of your website without the need to click away.
- Control. With Executive Showcase you are in charge of your flipbook from start to finish.
- Secure hosting. IIS provides safe, highly secure hosting. Our Data Center is SAS 70 security accredited. That's why the financial industry trusts us with their most sensitive data.
- Compliance. Your existing materials, of course, have already gone through your own compliance. Executive Showcase can accept any PDF file as an import content source.

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How Executive Showcase Works

With Executive Showcase, you control the content, delivery and monitoring processes. In other words, we provide the software and client support, while you decide what image and message you want to convey. You distribute your finished piece to an unlimited audience via your choice of electronic delivery mechanisms — and let the tracking tool record the results! Moreover, you'll know any sensitive information remains protected, thanks to our highly secure hosting.

Here's how easy Executive Showcase makes it for you:

- There is virtually no set-up time. Executive Showcase can be mastered in minutes.
- Quality control is ensured by a built-in workflow system that takes you from design to live launches.
- It accepts your pre-approved PDF files via an easy-to-use import wizard. It then converts them into a ready-to-deploy electronic flip book with each file connecting to a dedicated link.
- A cutting-edge system also accepts your pre-approved graphic designs.
- You can log onto the administrative dashboard and modify
- specific flipbook pages at any time, selecting only the parts that you wish to change.

Options for Viewers

Easy, intuitive navigation makes Executive Showcase an enjoyable experience for viewers. Advantages for your readers include:

- Choice of flipbook style or presentation view
- The ability to select points of interest from a table of contents
- Text search
- Auto or manual browse mode
- Click-on links that feature revealing videos and pop-ups
- Keyword search feature
- Zooming in and out
- Download and print option

Cutting Edge Tracking System

To say that Executive Showcase delivers a wealth of information on how viewers respond to your brochure is an understatement. There is a depth and breadth of intelligence that surpasses anything ordinary market research can deliver. This gives you an invaluable edge in refining your target market, increasing your sales, and improving your client services.

Once you know the level of interest each customer and prospect has in your message, you can tailor your sales approach to them.

Automatic tracking begins the moment you send out an Executive Showcase flipbook. Statistics include:

- Total viewers accessing your Executive Showcase links
- Viewer name, company, and email
- Number of website hits brought through the links
- Total viewers initiating email via the links
- Total viewers connecting to a specified page
- Total reader viewing time for your brochure

You will receive summary statistics, as well as a breakdown of categories with a drill-down connection to the next statistic. When it comes to tracking, Executive Showcase leaves no stone unturned.

Industry Leaders Count on Us

Informa Investment Solutions (IIS), a leading provider of software and services to financial institutions and investment professionals, customizes systems to enhance client relationships. For over 30 years, we have supplied valuable data and offered custom-made solutions to brokerages, money management firms, investment consultants, independent advisors and pension plan sponsors.

Investment professionals and institutions trust Informa Investment Solutions to improve the accuracy, depth and presentation of the information required by their clients. Our products and services impact the method in which our clients network with investors. Investment professionals rely on our unrivaled ability to perform major tasks within the investment community. We pride ourselves on the importance, excellence and insight our software and services offer. With a multitude of solutions for your specific business, Informa Investment Solutions has the right combination of technology and services to meet your needs. Informa Investment Solutions is the home of the following products: Performer, Investment Scorecard, ComplianceIQ, PSN, Informa. asset.tv, PSN Manager Showcase, Executive Showcase, WealthIQ and InsuranceIQ.

To learn more about how to use this solution to benefit your business, call 914-509-1576, email sales@informais.com or visit www.informais.com. A free product demo is available.

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