



TOTAL VALUE-ADDED CAMPAIGN MANAGEMENT

Shamrock VOOM is a complete online promotional campaign management tool designed to save money and time while driving retail store results. Created specifically for companies who carry out large promotional and advertising campaigns, this innovative tool is ideal for corporate initiated campaigns involving distribution of preprinted marketing materials to multiple locations. VOOM is well equipped to:

- ⊗ Create, launch and manage highly customized campaigns from a single online source
- ⊗ Provide advanced inventory management and fulfillment control
- ⊗ Minimize/prevent common campaign recovery issues
- ⊗ Control and optimize your campaign management budget

THE FUTURE OF FULFILLMENT...

VOOM is powered by ReSource, The Shamrock Companies' cutting edge eCommerce platform. VOOM delivers ultimate control of campaigns—from creation and production to fulfillment and performance analysis—with these advanced features:

Management of rolling product change-outs

- ⊗ Usage trends can be maintained across multiple versions of a product
- ⊗ Ensures accurate metrics and ordering history for a product lifespan

Separate usage calculations

- ⊗ By campaigns and by replenishment orders
- ⊗ Allows reporting on usage, based on push vs. pull scenarios

Assignment of channel-specific quantities

- ⊗ Allows multiple channels to be configured with quantities that are specifically applicable to that channel
- ⊗ Decreases setup time to create a campaign
- ⊗ Locations receive only the product they need

VOOM'S WEB-BASED APPROACH SAVES TIME AND RESOURCES

VOOM eliminates dependency on paper-based tracking, as well as process automation. Data can be provided on-demand via subscription, with the added benefit that you only see the data that is relevant to you, reducing data overload and "email jail" scenarios.

Improve customer and enterprise wide service and communications

- ⊗ **Web-based reporting**
 - > Export capabilities (PDF, Excel spreadsheet), 24/7 access, mobile capable
- ⊗ **Trending analysis**
 - > Product usage by order or campaign
 - > Location activity
- ⊗ **Ordering history**
 - > Organized by region, channel, market, etc.
 - > Privileged users have access to maintain and manage their location's database



- ⊗ **Role-based dashboards**
 - > Users see only what they need
 - > Configurable by the user
- ⊗ **Automated email notifications**

VOOM can be accessed from any computer with Internet access, giving you the ability to:

Reduce operating, ordering and customer support costs

- ⊗ Streamline distribution and order entry process through an automated system
- ⊗ Reduce the need to field order status requests with real-time information online
- ⊗ Integrate with your existing business structure to simplify order tracking and direct shipping

Control production, inventory and distribution management

- ⊗ Designate different levels of access for users
- ⊗ Control all items offered and requested through the marketing portal

Access inventory and information 24/7

- ⊗ Access inventory, order status and history, and usage in real-time from any web-enabled device

View performance reports

- ⊗ Guide and support marketing strategy and goals
- ⊗ Make informed business decisions with usage trend analyses, product usage reports, order histories broken down by region, location, product and category, and more
- ⊗ Modify and develop future marketing plans using historical information

VOOM also helps with packaging and shipping.

- ⊗ Automated address verification checkpoints eliminate shipping to invalid addresses as well as shipping correction surcharges
- ⊗ Integrated packing list on shipping label provides detail of shipping contents including product code, version, quantity and description
- ⊗ Custom branded packaging allows locations to determine origin of shipment
- ⊗ Reduce freight charges by shipping by freight zones/zip codes, allowing for optimum carrier service selection
- ⊗ Time in transit data for planning and campaign analysis

Shamrock VOOM is a powerful campaign management tool that can help you manage large promotional and advertising campaigns easily and efficiently from a single source. For more information, visit www.shamrockcompanies.net, or contact your sales representative.