WE DELIVER **MARKETING EFFICIENCY. WORLDWIDE.**

EXCELLENCE. SIMPLY DELIVERED.
Marketing departments have to do the splits. They have to think in global dimensions while simultaneously adapting to local circumstances. These small adaptations can quickly turn into immense handling, production and carrying costs.

Marketing plans have to work globally.
And need to be coordinated locally.
The brand consistency has to be preserved globally.
While regional customers are best approached locally.
The quality of advertising has to be assured globally.
While its cost-efficient printing has to happen locally.

All these procedures complicate and slow down processes that have to be efficient, transparent and flexible in fast-moving markets. And what becomes clear is the need for platforms that accommodate both a global mindset and local execution across the organisation. Global Marketing Logistics helps you to overcome these contradictions efficiently.

Make more of your budget. Make more of your brand – with Global Marketing Logistics.

How to establish consistent marketing communication across all disciplines?
Global Marketing Logistics provides you with a software-driven one-stop solution that concentrates all marketing activities in a cloud-based platform. And offers a great opportunity to easily adapt, handle, produce and supply print media wherever it is needed.

How to combine consistent global brand management and efficient local marketing?
Global Marketing Logistics improves the speed to market by enabling employees to localise and customise creative materials for their specific needs while maintaining compliance with brand and corporate identity. From postcards to catalogues – all your marketing materials are printed cost-efficiently and delivered to their destinations – thus making your marketing team more responsive to your customers and your company more responsive to the market.

How to keep all marketing units worldwide up-to-date at any time?
With Global Marketing Logistics, the information and data for each marketing activity are available from a single source to all parties. Every access to the platform is an access to up-to-date data. Extensive email correspondence or important information lost in the shuffle thus becomes a thing of the past.

Global Marketing Logistics is a synthesis of two areas of competence:

DHL Global Mail is a part of the Deutsche Post DHL family, which is the world’s leading mail and logistics group.
BrandMaker is the leading provider of Marketing Resource Management (MRM) systems in Europe with well-known customers worldwide.
## Global Marketing Logistics

Global Marketing Logistics accompanies the entire marketing process continuously – from planning to creative, development and asset management, on through to advertising production and efficient distribution. Our services cover solution consultation, implementation support, international vendor management and much more.

## OPTIMISE YOUR PROCESSES.
**SAVE TIME AND COSTS.**

In times of high market pressure, a software-driven process optimization can open up substantial issues: strategic, content-related and creative marketing tasks.

### MARKETING PLANNER
- Centralized planning and goal-setting throughout the entire marketing process.
- Comprehensive cost and time planning.
- Central planning and approval of creative marketing tasks.

### PROCESS MANAGEMENT
- Automated control over marketing budgets and reviews.
- Document management in planning, any change in planning leads directly to change in requirements.
- High-quality reports, basis for definition planning, monitoring.
- Independent and controlled marketing processes.

### JOBS MANAGEMENT
- Improved project coordination, workload control, allocation of tasks and deadlines.
- Improved coordination, centrally managed workflow.
- Task assignment, task tracking in one system.

### MEDIA POOL
- Stores media assets exactly where your brand’s capital.
- Direct access to media assets, anyone with access to the system can use the assets, partners and service providers do not need complex access management and can work locally.
- Efficient access to media assets for everyone involved.
- Integration of Snappag, images, graphics, complete design data, visual artwork, audio files.

### WEB TO PRINT
- Your starting point to efficient local production.
- Workflow-driven, central, connected workflow processing.
- Integration of print, mailing, advertising and Direct Mail.
- End-to-end automation.

### DHL GLOBAL MAIL
- Your reliable partner:
- Global network of DHL Global Mail and our local distribution partners.
- Delivery anywhere in the world using a worldwide network of 210 Global Mail and local distribution partners.
- Full transparency on end-to-end process.

Please contact us. We are here to help:

www.dhl-global-marketing-logistics.com
email: gml@dhl.com

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## CONTENT IS KING.
**CREATE CONTENT EFFICIENTLY.**

To make your content more valuable at your disposal, we offer you a comprehensive range of services from digital content creation to customer-specific solutions.

### AUTOMATE YOUR MEDIA PRODUCTION.
- Central media management in one system.
- Immediate availability of information on internal media.
- Multi-currency, direct switch between calendar and fiscal year.
- Black and white, high-definition, multi-currency, localisation of marketing content.

### MARKETING PiM
- Helps to save costs and shortens communication time.
- Immediate availability of information via central Martech system.
- Multi-currency, direct switch between calendar and fiscal year.
- Simple padalement of products, product-related information.
- Single point of contact for all your requirements.
- Optimised through sharing of distribution data, concerning consumption and optimisation of your requirements.

### DISTRIBUTION
- Single point of contact for all your requirements.
- Offsetting and optimisation through sharing of distribution data, concerning consumption and optimisation of your requirements.
- Print management, print at destination and same-day print delivery using state-of-the-art technology.
- Delivery anywhere in the world using a worldwide network of 210 Global Mail and local distribution partners.
- Full transparency on end-to-end process.

## JUST IN TIME.
**AUTOMATE YOUR MEDIA PRODUCTION.**

Time to market is critical. It tips the scales either in favour of or against one’s competing power. Therefore, we support you with services that help to save time. By doing things efficiently.

### MARKETING PiM
- Valuable information on internal media.
- Multi-currency, direct switch between calendar and fiscal year.
- Simple addition of product data, product-related information.
- Single point of contact for all your requirements.
- Optimised through sharing of distribution data, concerning consumption and optimisation of your requirements.

## JOIN THE CONVERGENCE.
**DISTRIBUTE CAMPAIGNS LOCALLY.**

In the final step, we take care of your print advertising and ensure its cost-efficient production and on-time delivery.

### MARKETING PiM
- Valuable information on internal media.
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- Simple addition of product data, product-related information.
- Single point of contact for all your requirements.
- Optimised through sharing of distribution data, concerning consumption and optimisation of your requirements.
Global Marketing Logistics accompanies the entire marketing process continuously – from planning to creation, development and asset management, on through to advertising production and efficient distribution. Our services cover solution consultancy, implementation support, international vendor management and much more.

**Process management**
As a one-stop service provider we do both initial implementation of technologies and processes as well as day-to-day campaign and program management.

**Creation**
A central marketing resource management platform ensures your planning, review and reporting are based on the latest and most accurate information.

**Production**
Our innovative, browser-based technologies enable automated cross-media advertisement material production to save money and reduce the time to market.

**Distribution**
A worldwide network of reliable printing and distribution partners as well as our global presence ensures cost-efficient processes and minimised delivery times.
CONTENT IS KING.
CREATE CONTENT EFFICIENTLY.

In times of high market pressure, a software-driven process optimisation creates space for substantial issues: strategic, content-related and creative marketing tasks.

MARKETING PLANNER
Coordinate teams, plans and budgets at the push of a button.
With our Marketing Planner module, your team can instantly see what campaigns, programs and plans are going on when and where. Everybody is on the same level, and details are just a click away.

- Maximum control over marketing budgets and activities.
- Multidimensional structuring, any desired granularity, multi-currency, direct switch between calendar and budget view.
- High-quality reports, based on defined key performance indicators.

JOB MANAGER
Increase productivity with clear and structured processes.
A good job management system masters the flow of work so you don’t have to. Our Job Manager makes it easy to create, move and overview marketing jobs through the organisation and beyond.

- Improves project coordination, workflow control, delegation of tasks and adherence to deadlines.
- Shortens lead times with expedited processes.
- Transparent vendor management, traceable contract placing.

REVIEW MANAGER
Track your progress.
The Review Manager is an interactive matching tool in the production workflow. It will help you produce seamless documentation of notes or additions in the form of virtual Post-its.

- Everybody involved is kept up-to-date at all times.
- Defined and transparent approval process.
- Simplifies also the verification of translations/localisation of marketing content.
Time to market is critical. It tips the scales either in favour of or against one’s competing power. Therefore, we support you with services that help to save time. By doing things efficiently.

**MARKETING PIM**

*Centralise your product data in one marketing-oriented tool.*

Our Marketing Product Information Management (PIM) system helps you to consolidate all product information relevant for marketing purposes. Thus making it easy to create marketing assets across any media.

- Immediate availability of information via central product data storage and Web-based access.
- Simple linkage of product data, product-related pictures, media and advertising texts.
- Helps to save costs and shortens communication time.

**MEDIA POOL**

*Your media assets are exactly that – your brand’s capital.*

Our Media Pool ensures that your media is represented clearly and stored safely. A multidimensional search engine makes it easy for employees, subsidiaries, partners and service providers to find and properly employ media assets to build demand and market share.

- Efficient access to media assets for everyone involved in marketing processes.
- Manages all types of media: images, graphics, complete slide decks, Web banners, master artwork, PDFs, video or audio files.
- Includes preview functionality, approval workflows, licence management, automatic adoption of formats required, monitoring of usage, and much more.

**WEB-TO-PRINT**

*Your shortcut to efficient local area marketing.*

Our Web-to-Print tool enables you to adopt print-ready, customised and/or localised marketing materials internally – without the use of expensive service providers and without the need for complex layout software.

- Reduces costs and dependency on expensive and time-constraining creative resources.
- Improves speed to market by enabling users to localise and customise creative materials.
- Maintains compliance with brand and corporate identity.
In the final step, we take care of your print advertising and ensure its cost-efficient production and on-time delivery.

Being the world's leading mail and logistics service provider, you can count on us for local expertise while entrusting us with your international business.

From postcards to posters and booklets to catalogues, we make sure your advertising gets printed and delivered to your intended recipients worldwide – as quickly as possible, cost-efficiently and in a way that is beneficial to the environment.

Your documents are printed as close as possible to their destinations and inserted into the local mail stream. This process, which we coordinate with printing and fulfilment partners worldwide, significantly reduces delivery times and postage costs.

**Your reliable partner:**
DHL Global Mail is the largest network for mail and parcel distribution worldwide. With direct connections to over 210 countries across the globe we’ve got the world covered – delivering marketing efficiency worldwide.

- Single point of contact for all your requirements.
- Cost optimisation through reduction of distribution costs, operating expenses and optimisation of print and postage.
- Improved time to customer through use of electronic channels, print at destination and same-day production using state-of-the-art technologies.
- Delivery anywhere in the world using a worldwide network of DHL Global Mail and our local distribution partners.
- Full transparency on end-to-end process.