

Fast²Market

Hosted Services For Competitive Communications Designed and Delivered Fast!

The Challenge

Rapid implementation of complex personalized documents that must present information in an easy-to-read format while meeting organizational requirements for manageability, affordability, speed, quality, and control.

The Solution

Fast2Market, an innovative hosted solution for communications management that supports the delivery of high-impact, personalized information with short lead times and without requiring investment in infrastructure or staff.

Fast2Market offers subscription-based access to a robust composition and personalization environment that is perfect for organizations lacking the expertise, infrastructure, resources, or desire to develop a customized solution of their own. And even though it relieves the twin burdens of capital outlay and technology management, it does not require you to sacrifice any strategic control!

Fast2Market starts with a series of document templates that leverage NEPS' design talent and industry expertise. These templates adhere to the latest principles of information and document design, and they are based on extensive research we continually conduct into both customer preferences and the process requirements of leading on-demand and high-volume production outsourcing firms. So you'll benefit from our deep practical experience right from the very beginning!

Technologically, **Fast2Market** seamlessly integrates design, composition, production, and delivery capabilities from leading solution providers. Because we invest in and manage the underlying state-of-the-art technology, you always have access to their latest, most capable versions – and because they are commercially available and non-proprietary to us, you can readily bring your solution in-house any time you so desire.

Whether you use **Fast2Market** to launch new products or provide more effective communications in support of existing ones, you'll experience measurable results in multiple ways:

- Reduced time to field new documents and designs
- Improved inventory management of inserts and other collateral
- Increased customer satisfaction through personalization
- And more!

Affordability and Flexibility

- Choose templates, custom document designs or a combination of both
- Have print, electronic presentment, or archive files directed to your facility, a third party, or both
- Migrate the solution in-house if volume dictates, with full training and transition management

Don't Take Our Word for It: Ask The Phoenix Companies!

With roots dating to 1851, The Phoenix Companies, Inc. (NYSE:PNX) helps individuals and institutions solve their often highly-complex personal financial and business planning needs through its broad array of life insurance, annuities, and investments. Phoenix distinguishes itself in the annuity product line by offering a complete suite of annuity products with a full spectrum of optional guarantees. Fast2Market helps provide the tools Phoenix needs to deliver myriad high-quality products, with a hosted process agile enough to respond to rapidly-changing market demands.

Phoenix and its customers have realized a number of substantial benefits from the Fast2Market solution:

- Improved quality
- Reduced time to market
- Consistent presentation
- Seamless integration
- Access to a secure, high-speed and flexible production environment

At the same time, Phoenix has maintained strategic control of its print procurement decisions while reducing its overall costs. For example, by inserting new customers' prospectuses with their first trade confirmation, Fast2Market saves Phoenix an estimated \$0.32-0.35 on mailings for each new customer.

In gaining these benefits, Phoenix did not have to compromise on flexibility or speed. **Fast2Market** gives Phoenix the opportunity to present messaging that is targeted to each individual account based on the attributes of that account. For example, accounts with outstanding loans might see a message about the loan. In terms of speed, Phoenix statements are

formatted and returned for printing within a few hours. "The Fast2Market solution has helped us to respond to market needs – once we communicate the changes, they are often ready for testing in weeks or even days," says Joseph LaMar, Director of Information Technology, Life and Annuity Systems. "Fast2Market allows Phoenix to add new features quickly and easily, and to rapidly move these features through test, model office testing, UAT, and production."

Fast2Market offers access to a robust composition and personalization environment at a fraction of the cost of developing a platform in-house. Join The Phoenix Companies and other leading firms and try Fast2Market today!

“ **The Fast2Market solution is extremely flexible and has helped us to respond to market needs.** ”

– Joseph LaMar, Director of Information Technology, Life and Annuity Systems, The Phoenix Companies

For more information on **Fast2Market™** or other Content Solutions, Contact NEPS at 866-636-NEPS or visit us at www.neps.com



Content. Communications. Solutions.

12 Manor Parkway, Suite 1
Salem, NH 03079
Ph (603) 314-5600
Fx (603) 314-5699

Copyright © NEPS, LLC.
All Rights Reserved

***NEPS** is a leading provider of communications management technology and expertise. Featuring a unique combination of design capabilities, process proficiency, market acumen, and technical innovation, we help organizations prepare and deliver information that is simple, personal, clear, and effective.*