

# BRAND PORTAL from Cloudprinter.com

**SCALEABLE PLATFORM** HELPING YOU MANAGE YOUR BRAND  
AND CONTROL PROCUREMENT OF PRINT & MERCHANDISING

BRAND PORTAL



## **BRAND PORTAL** from **Cloudprinter.com**

Businesses now face even more challenges when managing their branding requirements. How do you ensure consistency across all marketing materials and meet the need to report your impact to the environment when sourcing print. These are just some of the many issues enterprise customers face.

However global print and brand management doesn't need to be complicated, costly and complex, the cloudprinter platform allows you to take control of your marketing procurement and branding needs with full emissions reporting.





# WHAT, WHY, HOW: BRAND PORTAL SIMPLIFIED

**One platform — many strengths**

**LOWER SHIPPING COSTS** (UP TO 80%) AND  
**SHORTER TRANSIT TIMES** ON PRINT DELIVERIES

Never spend additional money than what is needed, take control of your print spend.

Connect through our print, procurement and marketing API's.... expand your potential to be more effective when managing your brand assets.

**REDUCE CO2 EMISSIONS** BY PRINTING LOCALLY;  
EACH COMPLETED ORDER WILL BE ACCOMPANIED  
BY A **CO2 REDUCTION REPORT**

A platform that manages reports all the key CO2 data you need to be compliant with new legislation. Use examples from Carbon quota here.

Support the environment through sourcing locally to where your needs are and benefit from reduced shipping fees!



**ONE EASY-TO-USE SINGLE CONNECTION** FOR ENTERPRISE SYSTEMS TO MANAGE PRINT

Connect your digital asset management system and store your brand assets as print templates so that they cannot be amended without approval.

**ONE SINGLE PLATFORM** TO THE LARGEST PRINT NETWORK FOR ALL PRINT BUYERS ACROSS THE WORLD

Print globally through a network of sustainable print hubs.

Manage everything online easily – remove the IT barriers.



**BE IN CONTROL: never be embarrassed with print that doesn't match your corporate colours**

**We even take away the headache of cross border VAT and Customs issues – Cloudprinter platform handles and manages all this for you!**



**Invest to gain**  
**CONTROL  
AND MANAGE**  
**all your procurement needs**



Create catalogues of print and merchandising products that can be priced instantly and available to order through a network of global production hubs.



Cut costs and meet sustainability goals by using localized production at the point of need which reduces costly shipping charges and reduces CO2 emissions.



Streamline procurement with a single, easy-to-use interface that integrates with your ERP, CRM, and marketing tools.



Create reports that can be shared across the business such as accounting and ESG teams.





# HOW DOES BRAND PORTAL WORK?

Creation of an account is easy. Our teams support you to understand your requirements to ensure your account is set up correctly to your needs.

Once live you access via your own account log in page - this can even be branded with your logos and corporate colours as if it was on your own intranet. Users can access the catalogue and select the quantity and types of print and merchandising products they require.

## **We can even limit what users see depending on their role and function.**

Once your products are selected the user can then see the price and select the shipping method based on their needs - for instance need an express order - select this and gain access to express shipping. Our system automatically connects to the closest production hub to minimise shipping costs and CO2 emissions.

Check out is simple either by auto approval based on role or via an approvals process. Order limits can be set with billings options such as to cost centre, company or even credit card. We make the process easy with a simple click, select and ship approach.

To get the most and understand the true power of the cloudprinter platform to support your marketing and procurement teams book a meeting using the following link: <https://meetings.hubspot.com/stefano55>

## WHY Cloudprinter.com?



The Brand Portal revolutionized our global asset management. It saves us hours every week, and the sustainability features align perfectly with our ESG goals.”

**LAURA K.** | Head of Global Marketing



What stands out is the seamless integration with our existing systems. Adoption was quick, and our brand consistency has significantly improved.”

**MICHAEL R.** | Operations Director

**YOUR BRAND DESERVES TO BE RESPECTED!**  
SEE WHAT OUR CUSTOMERS SAY!



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