



**WhiteOak**  
Promotional Products  
Print | Cross-Media

**OMS**

Online Management Solutions



# OMS - Online Management Solutions

A complete end-to-end online storefront system—providing a suite of web-based tools to give you and your clients the power to drive promotional products and digital print from your own catalog of static and variable print products, and to combine the benefits of multiple marketing channels into fully integrated cross-media campaigns.

The OMS system gives you complete control over the management and distribution of your promotional products and print collateral as well as any other asset you want to manage. The web-based system directly responds to the increasing demand for faster turnaround, improved workflow, and overall reduction in ordering costs. The OMS system gives you the tools and functionality you need to improve workflow and reduce costs.

## Your Site, Your Way

It's the smart way to store and order your company's print, promotional and marketing materials. Our online ordering sites are customized to fit your company look and specifications. We build your site around your needs and give you flexible options to ensure fast, easy ordering and asset management.

## Customizable Documents

No more long proofing processes. Our customizable documents allow users to make edits to text and images and proof their documents online. It's just one of the many features that saves you time and cuts cost.

## Personalized Marketing

Users can create highly targeted, variable, and personalized marketing campaigns, use cross-media functionality, create dynamic kits, easily view and order inventory from our fulfillment center, and even send multiple products to different locations, all from one easy to use web portal.

## Reduce Costs

- Purchase control and accurate budget planning
- Increase productivity due to self-serve capabilities
- Track direct marketing expenditures
- Reduce the waste of marketing materials
- Reduce costs for document handling and storage
- Improve workflow and time of delivery

## OMS Benefits

- Secure, web-browser based, 24/7 access
- Custom-branded interface
- Customizable templates using images/text
- Product preview/proofing
- User budgets & quantity capping
- Kitting & fulfillment
- Online reports & order tracking
- Reduce operating expenses
- Increase productivity
- Control corporate branding
- Campaign management
- Flexible and scalable





## Web-To-Print

- Order digital print from your own secure, custom-branded storefront website.
- Develop and control access to a catalog of static and variable print products.
- Build custom modification parameters for every element of every print piece.
- Set rules and conditions to leverage the power of variable data and images.



## Cross-Media Marketing

- Launch intelligent, multi-tiered marketing campaigns combining print, email blasts, PURLs, GURLs, and SMS messaging.
- Gather traffic and user information to augment and expand your existing data lists.
- Build conditional and time-based touches into your campaigns to optimize your targeting strategies.




## Reporting and Administration

- Execute and download custom reporting based on your own criteria.
- Utilize sophisticated approval structures to regulate budgets and spending limits.
- Exercise authority over specific user access, account activation and deactivation.

### OMS Workflow



Customizable internet-based communication and management platform.



## Success Stories

- A global engineering and management company with 7,700 employees in more than 100 offices across the United States needed an online solution to streamline their ordering process. An OMS was built utilizing static and variable templates to maintain the corporate brand identity when ordering print and promotional products. An inventory solution with pick and pack capabilities was also incorporated into the OMS. The process included a seamless connection to the company's internal procurement system which improved work flow and increased productivity.
- An electronics manufacturer needed an ordering system to streamline their business card ordering process. Using an approval system, more than 880 individual field representatives throughout the United States requisition business cards via an OMS. The electronic orders are automatically sent to corporate for approval before the business card is printed. The OMS dramatically reduced corporate's workload and increased business card production turn times.
- A swimming pool manufacturer who supplies product literature to its dealers wanted to update its product literature. The manufacturer would normally print several thousand pieces for each product literature, inventory the product literature, and ship to dealers as needed or requested. The swimming pool manufacturer asked White Oak to suggest a solution to improve literature usage. White Oak's OMS was the solution. White Oak built a solution to allow dealers to order their own literature. Dealers now have the ability to upload their own photos and place them in the corporate approved literature. Each piece of literature can be customized with content, dealer logos and contact information. Dealers are assigned renewable budgets so they can choose the items that work best for their business. There are more than 310 dealers utilizing the OMS.

Visit our website to experience a live demonstration of an OMS or contact us to schedule a personal and detailed demonstration.  
800.487.0488 [GoWhiteOak.com](http://GoWhiteOak.com)



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