



## ▶ Executive Summary

### Overview

HubCast is the global leader in cloud print solutions. Commercial-quality print is accessible everywhere in the world through the HubCast Cloud Print Solution. We built a certified, global network of HubCast Print Service Providers (PSPs), developed innovative software technology to manage the entire print procurement and delivery process – then put it all in the Cloud. You can order, print, and deliver marketing materials, anywhere in the world. In fact, with our automated processes and extensive PSP network, you can order print and have it delivered as soon as the very next day in most major cities in the world.

Our technology and expertise behind our Cloud Print Solution go well beyond the capabilities and limitations of conventional ‘on-demand’ print solutions. We encompass all aspects of print procurement, from end-user ordering, document management, and order processing to production, routing, delivery, and financial and administrative reporting.

Our customers are made up of large enterprises and smaller companies across many industries. If you support geographically distributed sales offices, marketing teams and channel partners, we dramatically reduce the time and money you spend on printing and fulfillment. You can print and deliver product sell sheets, trade show flyers, brochures, posters, training materials, catalogs, and everything in-between. You can print and deliver to your offices and events across town or across the world. You can respond in real-time to field requests for materials, without paying exorbitant shipping costs.

Our quality is guaranteed; you do not have to compromise quality for speed. We standardize production by certifying every commercial printer in the HubCast PSP network. All HubCast PSPs utilize HP-Indigo press technology. Every PSP incorporates HubCast’s proprietary technology to manage the performance of each press. And, every PSP uses HubCast’s color control system to ensure worldwide color consistency.

Imagine you are Molly, a marketer in Minneapolis, who was just hired by a medical device maker. Your first task is to organize and send marketing collateral to 23 global tradeshows this year. Everything needs to get there on time and within budget.

## HubCast Cloud Print Solution

Here is a view of our workflow, from the document library, to ordering, to routing, to production and delivery.



## The HubCast Technology Platform

HubCast has built a highly secure, reliable and scalable infrastructure that maximizes operational efficiencies, and delivers a simple and streamlined user experience. HubCast's advanced technology is the first cloud print platform that instantly prices and routes print jobs. The HubCast technology platform completely automates both the print commerce and manufacturing processes delivering instant global print pricing, automated routing, color management, quality assurance, shipping and tracking.

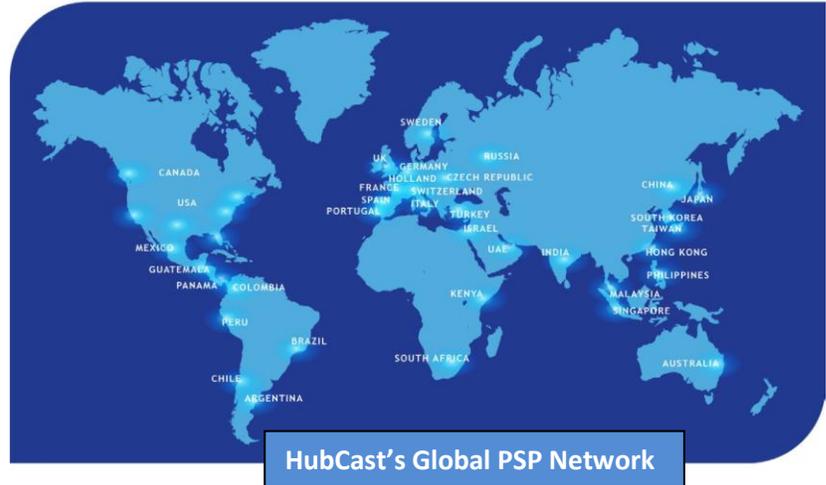
HubCast's innovative workflow replaces costly inventories and slow, time-consuming fulfillment processes with a corporate-branded storefront that provides field offices and channel partners with next day access to corporate-approved sales and marketing materials. A powerful rules engine enables users to define parameters based on specific requirements. Users can assign levels of access to documents and track usage and costs by document, cost center and region. Dynamic templates enable users to co-brand materials, render them in real-time and have them delivered around the globe with service as fast as next day.

**HubCast's network extends to 115 countries, including all the ones where Molly has trade shows.**

HubCast technology utilizes a set of robust algorithms to instantly price print jobs – globally. Based on over 60 input variables, the platform is able to price jobs based on quantity, location, delivery time, cost and a number of other factors. The algorithms are HubCast intellectual property that access real-time data across the HubCast network of third-party PSPs to accurately price and route print jobs.

## HubCast Print Service Provider Network

HubCast has assembled a highly differentiated network of print service providers (PSPs) that provide global production and delivery. HubCast's network of PSPs is trained on a rigorous six-sigma based production process to ensure the highest standards for quality control and to accustom printers to HubCast's management software. HubCast's PSP network provides coverage in over 115 countries with capabilities including on-demand digital printing, offset printing, and large format and direct mail services. This unique blend of capabilities enables HubCast to produce high-quality, print campaigns with global reach. HubCast's PSP network allows the Company to scale almost "infinitely" using the capacity of third parties, thus providing the opportunity to create the world's largest and fastest print service provider. No other print services provider consistently allows enterprises to place an order in New York on a Sunday and have print material delivered to multiple destinations in Europe and Asia by Tuesday.



## HubCast Benefits

Benefits abound with HubCast. Companies can save the expense of bulk printing, warehousing, and obsolescence by printing exactly what they need when they need it—delivering around the globe as quickly as next day. Companies of all sizes benefit from HubCast's ability to provide:

- **Global print delivery as soon as next-day** - HubCast prints and delivers globally to offices and events where business is conducted.
- **Consistent print quality** - HubCast is the only cloud print solution that ensures corporate colors print consistently around the world. Each HubCast PSP is trained on HubCast's six-sigma based production process to ensure the highest standards for quality control.
- **Centralized print control** - Users maintain control of all marketing materials wherever they are printed. Users establish rules for access to documents, and define users, quantities and budgeting parameters. Users can easily manage the integrity of their messages, logo and corporate colors and the overall quality of worldwide marketing materials. Reporting tools let managers track usage and expense by document, cost center, and region.
- **Real-time pricing** - HubCast offers a market leading real-time pricing capability that delivers competitive pricing from printers around the world to ensure that end-users receive the best price possible.

Halfway through the year, things are going well for Molly, until the collateral changes and there is a new trade show on Friday in Jakarta. Not to worry, HubCast can reprint as soon as next day.

## HubCast Solution Offering

HubCast has a solution for organizations of any size. From small companies to large global enterprises, users gain the flexibility to print smaller runs while still being able to respond to the need for high-volume, high-quality marketing materials.

### Enterprise-Level Print Solution

HubCast meets the complex print needs of the global enterprises enabling multiple users within an organization to order premium-quality print materials and have them delivered to over 115 countries as quickly as next day. Companies can greatly reduce the time and expense of ordering print, warehousing and fulfilling literature requests, while maintaining centralized control over messages, brand standards, and budgets.

### Collaborative for Marketing Teams

HubCast empowers global sales and marketing teams to execute programs at high speed and reduced cost. WorldTeam provides a centralized library for managing brand-compliant sales and marketing materials, coupled with an intuitive storefront for ordering. HubCast WorldTeam connects the user team to HubCast's cloud print solution for next-day production and delivery in over 115 countries.

### Meets the Needs of Individual Marketers

HubCast One is an ideal solution for marketing professionals that need to frequently print high quality marketing materials. HubCast One has the full functionality of HubCast's cloud print supply chain - personal library, commercial-quality print and as soon as next-day global delivery. With HubCast One users can store an unlimited number of print files online, making it even easier to quickly reprint the materials companies use the most.

### Custom Printing Needs

HubCast provides commercial-quality print for custom print projects; including large format posters, training materials, rack cards, colored paper and multi-fold brochures. Staffed by experienced print professionals, we will manage a user's custom project from initial request to final delivery.

*"We've reduced costs by 40% on our APAC region orders by utilizing HubCast's technology platform."*

- Production Manager

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## Sample Print Formats

Here is a sample of the types of documents HubCast can print for your company. From business cards and postcards to brochures and catalogs, HubCast can print virtually anything, virtually anywhere.



## Summary

HubCast is the only cloud print solution that provides global delivery of high-quality marketing print quickly, easily and cost effectively with service as fast as next-day. We serve companies challenged by an inability to deliver high-quality marketing materials quickly, easily and cost effectively to global markets. Using HubCast's solution, companies of all sizes benefit from:

- Ensuring global brand integrity
- Decreasing process delay and confusion
- Avoiding customs and shipping delays
- Reducing high shipping costs
- Eliminating obsolescence and waste

Let's talk about how we can help you solve your global printing issues.

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