

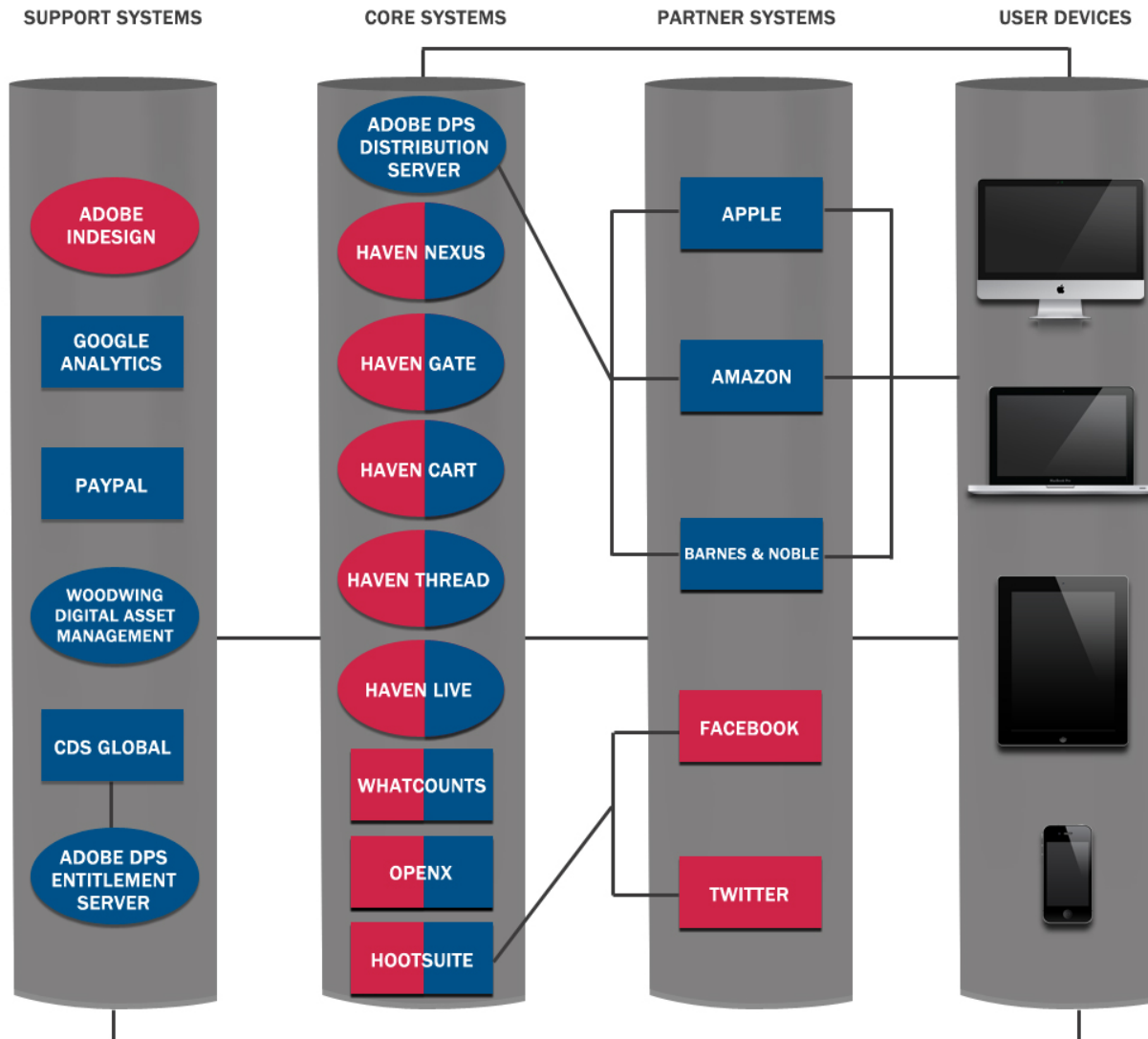
# Managing the Customer Experience

## How to Automate Practically Everything

# Customer Experience Management System



# Digital System Roadmap



# Adobe InDesign

Adaptive Design Tools

Multimedia Support

Extensive Layout Options

Easy Project Handoff to DPS

Adobe Creative Suite family /  
Adobe InDesign CS6

Overview Features Tech specs Reviews FAQ Showcase In depth Buying guide

Learn about Creative Cloud

InDesign CS6  
Design professional page layouts for print and digital publishing

Upgrade from US \$125.00  
Buy  
Try

Upgrade now. Individual CS upgrades only on Adobe.com.

Get it as part of...

Creative Cloud  
All the tools you need to create, collaborate, and stay in sync

One-year plan for US \$49.99 per month  
Join  
Plan options

For a limited time, upgrade from CS and save 40%

Alternate Layout  
Create and design multiple versions within a single file.

Watch the demo > See more new features >

DESIGNER PROFILE

What is InDesign?

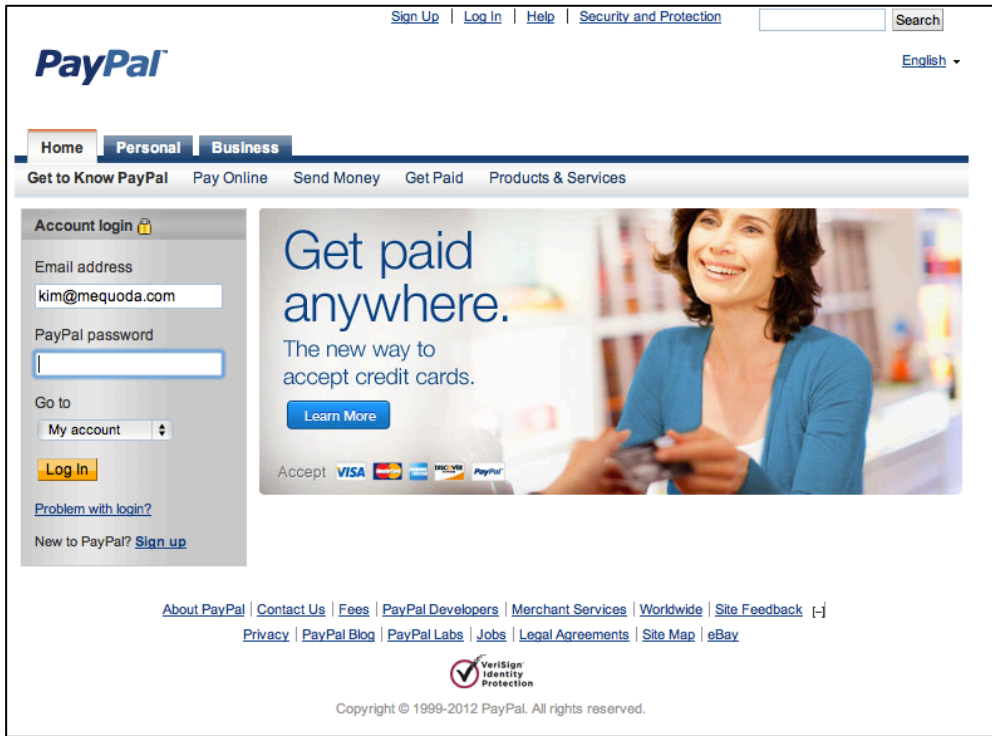
# Google Analytics



Easy Setup

Highly Customizable

Market Leader



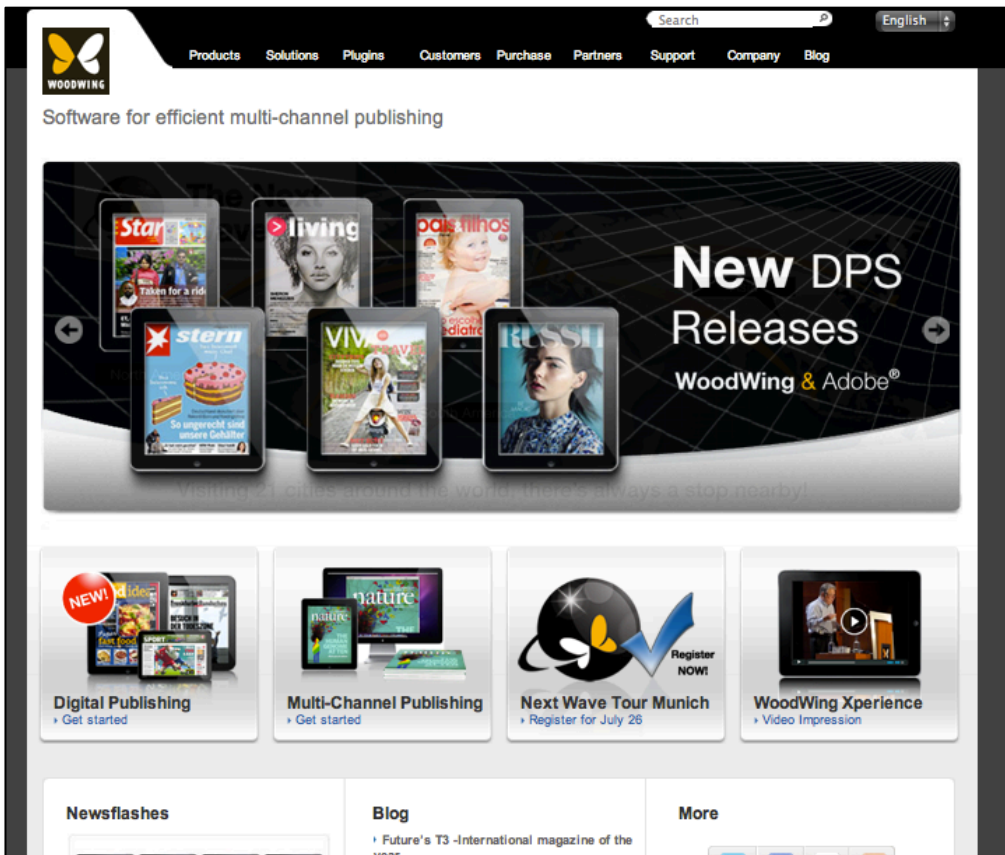
**Market Leader**

**Real-time Credit Card  
Processing and Error Handling**

**Auto-renewal Capabilities**

**Feedback Capabilities**

# WoodWing Digital Asset Management



Digital Asset Storage

Multi-Channel Publishing

Integrated with Adobe DPS

Workflow Automation

# CDS Subscription Fulfillment

The screenshot displays the CDS Global website's 'Subscription Fulfillment' page. The header includes the CDS Global logo (A Hearst Company) and navigation menus for 'CDS Global', 'Cross-Media', 'eCommerce', 'Product Fulfillment', 'Remittance Processing', and 'Subscription Fulfillment'. The main content area is titled 'Subscription Fulfillment' and features several sections: 'Business-to-Business', 'Consumer', 'Customer Service', and 'Direct Marketing'. A 'TESTIMONIALS' section contains a quote from Josh Babayar, Chief Financial Officer of RELEVANT Media Group. On the right side, there is a search bar, a 'Contact us' form with fields for Name, E-mail Address, and Comments, and a 'Quick links' section with a list of links including About CDS Global, Blog, Careers Center, Contact CDS Global, Newsroom, Resources, Industries, and Solutions. Social media icons for email, Twitter, Facebook, LinkedIn, and RSS are also present.

Data Management

Customer Service

Integrated Lettershop



# Adobe DPS Entitlement Server

Products Solutions Learning Help Downloads Company Buy Search

My Adobe My orders My cart Sign In

## Adobe Digital Publishing Suite family

One platform, three editions  
The perfect fit for digital publishing

From individual designers to global corporations, Adobe has the tablet publishing solution that's right for you.

Compare Editions

### What is Digital Publishing Suite?

Adobe® Digital Publishing Suite is a complete solution for individual designers, traditional media publishers, ad agencies, and companies of all sizes that want to create, distribute, monetize, and optimize engaging content and publications for tablet devices.

**Digital Publishing Suite, Enterprise Edition**

**Digital Publishing Suite, Enterprise Edition**  
Transform your business with a custom tablet publishing solution

**Adobe Digital Publishing Suite, Enterprise Edition**  
Enterprise Edition offers a customizable solution for enterprise publishers, global

**Request a**

**Customizable APIs**

**Enables Multiplatform  
Subscriber Access**

**Synchronizes Multiple  
Databases**

# Adobe DPS Distribution Server

Products Solutions Learning Help Downloads Company Buy Search

My Adobe My orders My cart Sign in

## Adobe Content Server

Overview Features Tech specs Architecture Resellers

Learn about Creative Cloud

Next steps  
To purchase, contact one of our resellers.

Resellers

Student & teacher pricing

### What is Adobe Content Server?

Adobe® Content Server 4 software is a robust server solution that digitally protects PDF and reflowable EPUB eBooks for Adobe Digital Editions software and supported mobile devices, including the E Ink, smartphones, and tablet devices. Easy to integrate into existing systems using industry-standard technologies, Content Server 4 allows you to host and manage eBooks on your existing infrastructure.

#### What's new

- Smooth integration**  
Easily add Adobe Content Server 4 to your existing content management and fulfillment solutions.
- Support for industry-standard file formats**  
Sell or lend rights-protected eBooks in either PDF or EPUB, a reflowable open standard format for digital eBooks.
- Expiration of permissions for lending content**  
Make eBooks available for a specified length of time. At the end of that period, the content is returned to the lending institution.
- Pay-as-you-go pricing**  
After an initial startup fee that covers any amount of servers and files, pay per transaction with rates that vary depending on how your content is distributed, whether using permanent or expiring licenses.

**Serves Multimedia Content to Apps**

**Supports eBooks, Periodicals and Videos**

**High-Speed Distributed Network**

# Haven Nexus

**Audience Development  
Centric CMS**

**100% WordPress GPL  
Compatible**

**Highly Customizable**

**Master Customer Database**

The screenshot displays the WordPress dashboard for 'Mequoda Daily'. At the top, there's a notification: 'WordPress 3.6.1 is available! Please update now.' Below that, a red banner says 'Please update your Twitter Tools settings'. The main content area is titled 'Posts' and shows a list of 5 posts. The posts are:

Title	Author	Categories	Tags	Date	Page title	Page description	Keywords
Mequoda Summit West 2012 Program Guide	Chris Sturk	Free Reports	digital publishing, OFE, Online Publishing	2012/10/12 Scheduled	FREE Program Guide: Mequoda Summit West 2012	Learn how to grow profits and drive results through innovative SEO, SMO, email, and digital marketing strategies. Join us April 11-12 in Lakewood, CO for Mequoda Summit West 2012	
3 Possible Changes Spurred by Tablet Publishing	Kim Mateus	Digital Magazine Publishing	digital magazine, digital publishers, digital publishing, digital subscriptions	7 hours ago Published	3 Possible Changes Spurred by Tablet Publishing	Tablet usage and functionality may lead to changes, dictating how and when digital publishing distribute content	
5 Essentials for Digital Magazine Publishing Success	Chris Sturk	Digital Magazine Publishing	digital magazine, digital magazine publishing, digital magazines, social media, subscription website	8 hours ago Published	5 Essentials for Digital Magazine Publishing Success	Digital magazine publishing tips from around the web	
A Product Opportunity in Digital Magazine Publishing	Chris Sturk	Digital Magazine Publishing	digital magazine, digital magazine publishing, social media	9 hours ago Published	A Product Opportunity in Digital Magazine Publishing	Have you considered this potential digital magazine publishing revenue stream?	
Responsive Website Design Cost, Mistakes, Ideas and the Need for a Great CMS	Ryan Nicholas	Website Homepage Design	content managed website, Designing Media Websites, effective website design, responsive web design	24 hours ago Published	Responsive Website Design Cost, Mistakes, Ideas and the Need for a Great CMS	Today we are looking in depth at different website design tips from top bloggers.	



# Haven Cart

WordPress 3.5.1 is available! [Please update now.](#)

Orders

All Orders | Pending (2) | Completed (1174)

1376 Orders

Orders | Pending (2) | Update | Show All Orders (4) | Filter

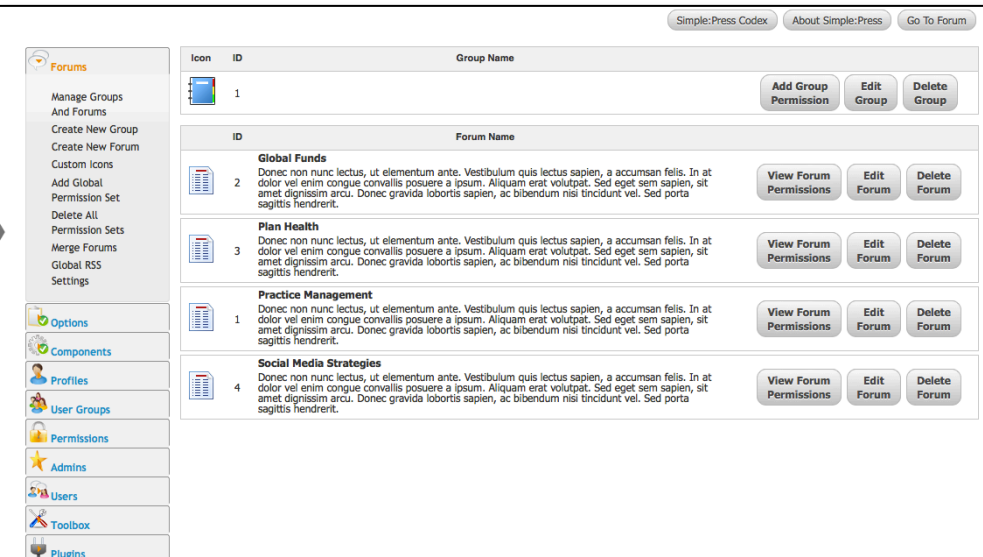
Order	Name	Destination	Transaction	Date	Total
1781	Janet Smith Vanderbilt University/Owen Graduate School of Business	US	3422044081705170556440 Cybersource -- Charged	2012/07/13 Pending	
1782	Albert Atkins Air Liquide	US	3422037291890170556454 Cybersource -- Charged	2012/07/13 Pending	
1781	Anja Forster	US	3421873983605170556424 Cybersource -- Charged	2012/07/13 Completed	
1780	Francois Longpre BORDEN LADNER GERVAIS	US	1414866097 Free Order -- Charged	2012/07/13 Completed	
1779	Beatrice Sze	US	327417288 Free Order -- Charged	2012/07/13 Completed	
1778	Kristen Knott Apple Tree Homeschool	McHenry, IL -- US	3421164723210170556426 Cybersource -- Charged	2012/07/12 Completed	
1777	Mary Estelle Ryckman	Silver Spring, MD -- US	34211582671705170556693 Cybersource -- Charged	2012/07/12 Completed	
1776	Sean Lew	US	878201599 Free Order -- Charged	2012/07/12 Completed	
1775	Sean Lew	US	1881161280 Free Order -- Charged	2012/07/12 Completed	
1774	Eddie van Sytzama New Resolution	Amsterdam, NL -- NL	3420851096910170556504 Cybersource -- Charged	2012/07/12 Completed	\$22,000

**Multi Product Ecommerce Management**

**Buyer Recommendation Management**

**Category Management and Merchandising**

# Haven Thread



**Supports Topic-Based Discussions and Conversion Zones**

**Integrates With Master Customer Database**

**Easy to Setup and Use**

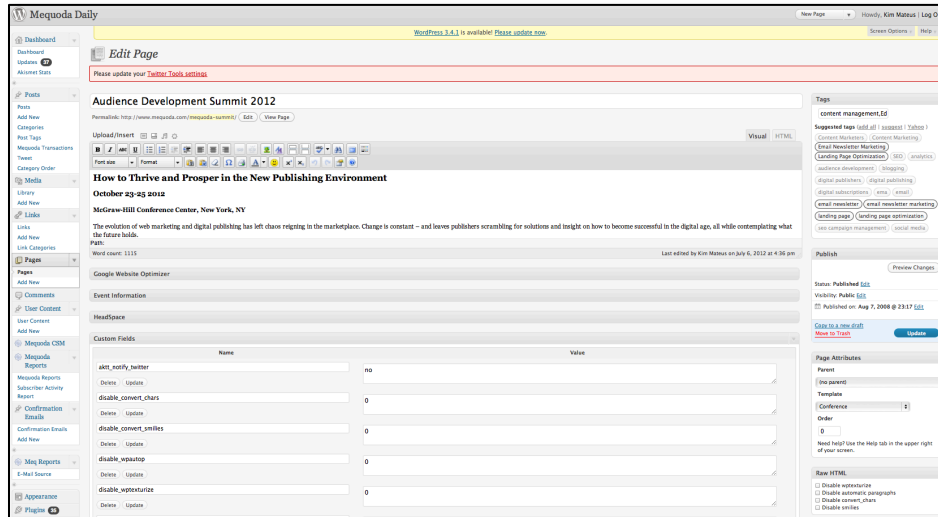
# Haven Live

## Live Event Marketing and Management

## Integrates With Master Customer Database

## Supports Multi-person Event Registration

## Supports Date-Based Pricing



# WhatCounts

The screenshot shows the WhatCounts website homepage. At the top left is the WhatCounts logo, a stylized green and blue figure. To its right is a search bar with the text "Google Custom Search" and a magnifying glass icon, followed by a "CLIENT LOGIN" button. Below the logo is the phone number "(866) 804-0076" and social media icons for Twitter, LinkedIn, Facebook, Google+, and RSS. A navigation menu includes links for HOME, WHYUS?, PRODUCTS, SERVICES, RESOURCES, PARTNERS, COMPANY, and BLOG. The main content area features a video player with a play button and the text "MOVE THE NEEDLE" in large blue letters, with the subtitle "Find and grow your email marketing ROI." Below this is a dark blue banner with the text "Earn more from email marketing:" and two buttons: "LEARN HOW" and "SCHEDULE A DEMO". The bottom section is divided into two columns. The left column is titled "DOWNLOAD OUR LATEST BOOK" and contains text about social media and email marketing, a small image of a book cover titled "18 WAYS TO INTEGRATE SOCIAL MEDIA AND EMAIL MARKETING", and the WhatCounts logo. The right column is titled "FREE EMAIL MARKETING TIPS" and contains text about signing up for a newsletter, a text input field, and a "SIGN UP" button.

**Tier 1 Email Provider**

**Extensive APIs**

**Strong Testing Capability**

**Delivery Management and Reporting**



OpenX

Insights | OnRamp Login | Support | Community | Media | About | Contact

PUBLISHERS | ADVERTISERS | NETWORKS

Advanced science. Smarter decisions. Superior monetization.

## Samsung AdHub Market

powered by OpenX

World's first mobile private ad exchange provides quality inventory for advertisers

[LEARN MORE](#)

OpenX OpenX Lift Samsung AdHub Results Market OpenX

The Street MTV RUNNING NETWORK GOSSIPCENTER EarthLink SB NATION

### OpenX Updates

NEWS

April 5, 2012 Samsung Plans to Market Ads on Its Digital Devices

April 6, 2012 John Letzing from the Wall Street Journal Reports on Samsung AdHub and Samsung...

BLOG

July 5, 2012 The 2012 IAB MIXX Awards

June 27, 2012 OMMA Awards Open

TWITTER

OpenX: Next OpenX Enterprise demo, Wed July 18: <http://t.co/BwscqVjy>

OpenX: Missed the OpenX Publisher Conference? Get all the video highlights here: <http://t/...>

### OpenX Enterprise

Live Demos [Sign Up](#)

Product Tutorials [Watch Now](#)

Industry Webinars [Register](#)

### OpenX Market Demos

Open Source Ad Server

Flexible API

Cross Platform Support

Supports A/B Testing and Reporting

# Hootsuite

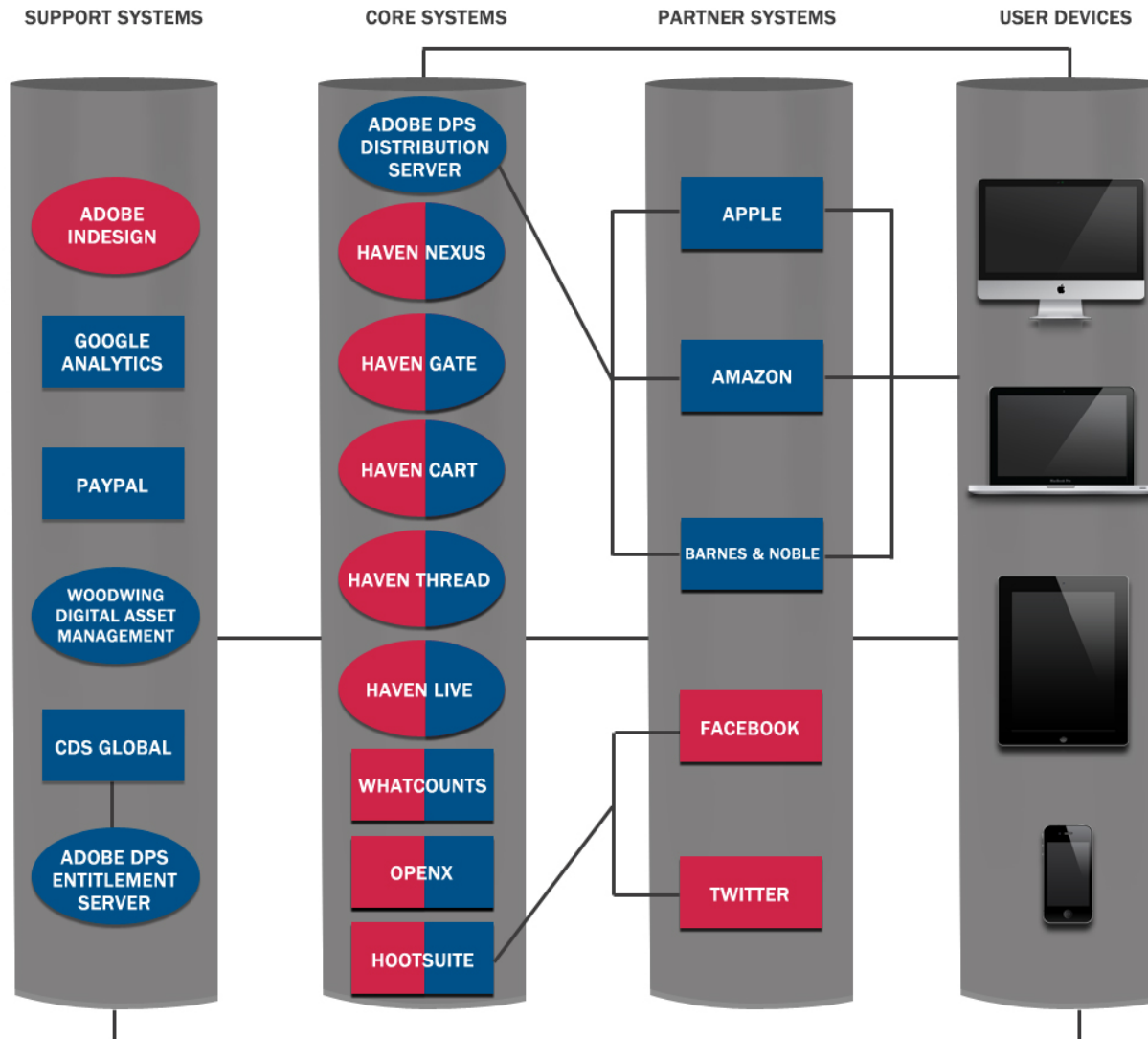
The screenshot displays the Hootsuite website's landing page. At the top, the Hootsuite logo is on the left, and navigation links for 'Features', 'Plans and Pricing', 'Blog', and 'Resources' are in the center. A 'Login' dropdown menu is on the right. The main heading is 'Social Media Management' with the subtext 'The leading social media dashboard to manage and measure your social networks'. Below this, there are social media icons for LinkedIn, Google+, Twitter, and Facebook. A list of features includes: 'Manage multiple social profiles', 'Schedule messages and tweets', 'Track brand mentions', 'Analyze social media traffic', and '4 million+ satisfied users'. A 'View Plans and Pricing' button is present. To the right is a 'Sign Up Today - FREE' form with fields for 'Full Name', 'Password', and 'Confirm Password'. It also includes a checkbox for 'I'd like to receive HootSuite newsletters' and a 'Sign Up Now' button. Below the main content, a section titled 'Hoo's Using HootSuite' features logos for McDonald's, PepsiCo, Sony Music, LA (Los Angeles), Telus, and Corbis. A testimonial quote at the bottom reads: 'HootSuite is an essential tool for managing social networks by allowing teams to efficiently...'

**Manage Multiple Social Profiles**

**Advance Content Scheduling**

**Analyze Social Traffic**

# Digital System Roadmap



# Thank You

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