



Local Store Marketing

System Requirements Analysis & Recommendations

Centralized Marketing Technology

Increased ROI through marketing centralization and sophistication

Introduction

We live on the marketing technology edge.

Thank you for considering pii for a partnership in achieving field marketing automation for Mrs. Fields.

Before us lies a unique opportunity to provide Mrs. Fields Local Store Marketing with a best-in-class marketing technology solution that we believe will provide a level of success unmatched in the marketplace.

Pii developed its first centralized marketing portal in 1997 for one of the largest financial services companies in the nation. At a time when the Internet was just taking hold and less than 1% of the population was using it, pii was on the edge determining how to use it to centralize marketing for large organizations. We've been successfully on the edge, pioneering marketing technology "firsts" ever since. We live on the marketing technology edge.

We are technology experts and our marketing technology solutions drive marketing automation success for some of the largest brands in the country including the nation's largest auto insurer, the nation's largest group of healthcare providers, the third largest auto manufacturer in the world and a ***global quick, service restaurant company***.

Technology leadership, Commitment to vision, the Strength of a corporate partner, the Power of a corporation that invests more than a quarter of a billion dollars annually in technology development and infrastructure enhancements. Absolutely no other supplier-partner can bring all of this together . . . like we can.

On behalf of pii and Taylor Corporation associates, thank you for this opportunity.

We're ready! We want to help you and Mrs. Fields benefit from the marketing technology edge.

QUALITY • STRATEGY • SERVICE - Your pii Team

LSM—Functionality Capabilities Overview

Thank you for the opportunity to compete. The following table of contents outlines pii's response to your request for proposal. We've also identified marketing automation functionality that you've not requested that is available in pii's Conductor marketing platform. We would recommend leveraging it to drive even greater success for Mrs. Fields. Green check marks indicate confirmation that Conductor can accommodate requested functionality for each section. They also indicate the sections where we recommend leveraging additional functionality.

Please note that we've also included additional sections of functionality that have not been requested but are available in the Conductor marketing platform. For your convenience, pricing and a retail implementation case study are also provided.

Functionality Section	Requested Functionality Available	Additional Functionality Recommended
General Functionality	✓	✓
Interface Functionality	✓	✓
Production Functionality	✓	✓
Functionality of Marketing Materials	✓	✓
Project Scope	✓	✓
Must Have	✓	✓
Important to Have	✓	✓
Future Plans	✓	✓
*Branded Specialty/Promotional Products		✓
*Brand Identity		✓
*Field Support & Engagement		✓
*Administration		✓
*Pricing		
*Case Study		

**New functionality sections recommended.*



When you see these, it means pii's Conductor marketing platform includes supporting functionality.



When you see these, it means pii's Conductor marketing platform may likely be able to support requested functionality but more discovery is needed.



When you see these, it means pii's Conductor marketing platform has additional functionality that could drive success for Mrs. Fields that hasn't been requested in the request for proposal.

General Functionality









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General Functionality

Functionality and Availability	Additional Notes / Recommendations
<p>Ability to create customized marketing materials for our three franchise brands and co-brand stores</p>	<p>✓</p> <ul style="list-style-type: none"> • With pii's Conductor, marketing materials can be brand, store and recipient customized within just a few screens and clicks. Using a series of drop-downs, radio buttons and calendar date selectors, users can create highly localized marketing materials, promotional products and advertisements easily incorporating things like percentage off offerings, unique store hours and special promotional data.
<p> QR Codes Franchisee and/or Store Specific</p>	<p>✓</p> <ul style="list-style-type: none"> • Scannable Quick Response codes can be easily incorporated into marketing and promotional materials using Conductor like point of purchase displays, posters, ads, etc. QR codes personalized by franchisee and/or store could drive consumers to a specific online location i.e., store microsite, banner with store address, map & hours, special promotion, etc. creation, storage and real-time marketing platform access to a digital QR code library is a pii area of expertise and a service available to be priced a-la-carte upon request. <p style="text-align: right;">Recommended</p>
<p> Location Maps</p>	<p>✓</p> <ul style="list-style-type: none"> • Images of area maps highlighting store locations that could be placed in a variety of marketing and advertising media. <p style="text-align: right;">Recommended</p>
<p> Multi-Store Marketing</p>	<p>✓</p> <ul style="list-style-type: none"> • Multiple locations could be added to a single advertisement or marketing piece to allow a franchisee to maximize marketing spend by promoting multiple stores together. <p style="text-align: right;">Recommended</p>
<p> Portraits Franchisee, Store Staff, Team Photos, Corporate Staff</p> <p>Signatures Franchisee, Corporate Staff</p>	<p>✓</p> <ul style="list-style-type: none"> • A variety of approved visual assets can be easily incorporated into local marketing, promotional and advertising materials using Conductor. Visual assets could include those as simple as portraits, location photography and signatures to more complex variable assets like QR codes and direct response ghost tracking numbers. <p style="text-align: right;">Recommended</p>

General Functionality

Functionality and Availability		Additional Notes / Recommendations
 <p>Marketing Automation Schedule Multiple Drop Campaign</p>		<p>• Conductor takes marketing automation to a new level. Advanced system administration allows corporate and field marketers to easily create multi-drop, multichannel marketing campaigns that support national strategies and make them available to the field in minutes. Recommended</p> <p>• Franchisee and field staff can easily access, personalize, localize and order these pre-defined campaigns decreasing the amount of time they spend on marketing and increasing the amount of time they have growing their business.</p>
 <p>Marketing Automation Build Your Own Campaign</p>		<p>• Same campaign concept as the item above but allows franchisees to build their own campaign/collection of marketing products and timing. Recommended</p>
<p>Ability for single or multi-unit franchisees to use the site with ease</p>		<p>• User hierarchies allow administrators to give different user groups specific permission to access only approved sections of the marketing platform. Users with multiple store locations can easily access and market stores within their franchise network.</p>
<p>Ability to reproduce an item for multiple units</p>		<p>• The Multiple Ship-To Locations checkout process allows users to customize one or more products and mail/ship to multiple store locations.</p>




Interface Functionality



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Interface Functionality

Functionality and Availability	Additional Notes / Recommendations
Logon capabilities for single or multiple franchisee	 <ul style="list-style-type: none">• Conductor's user hierarchies allow administrators to give logon capabilities to groups of users — both single and multiple franchisees can have their own logon credentials and access only approved areas of the marketing platform.
Search Tool	 <ul style="list-style-type: none">• Conductor is designed for easy navigation including prominent navigation to key functions or content including a comprehensive search engine and help section.
My Projects area for a saved franchisee library	 <ul style="list-style-type: none">• Customizable products ordered from the Conductor catalog can be saved in each user's asset manager for easy reordering. If users wish to reorder a previous order they can copy an order from the order history screen.



Production Functionality



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Production Functionality

Functionality and Availability		Additional Notes / Recommendations
Single or multiple store franchisee	✓	<ul style="list-style-type: none"> • Conductor allows each user to place an order for single store or multiple store locations in one convenient checkout process.
Ability to download elements in a common format such as .pdf and .doc	✓	<ul style="list-style-type: none"> • The Conductor asset manager allows for easy upload and download of elements regardless of size or file type.
 Corporate Style Guide	✓	<ul style="list-style-type: none"> • The Conductor marketing platform can be used to centralize the storage and easy access of a variety of field tools including corporate style guides, marketing guides, sales success tips, etc. Recommended
 Manual & Dynamic Feed Access	✓	<ul style="list-style-type: none"> • Asset library accessible to individual users via the system AND in the background via dynamic Web-driven links to approved suppliers for use in mass media/marketing/communication programs that require high volume transfer. Recommended
Provide the ability to print and house element shells for franchisee customization	✓	<ul style="list-style-type: none"> • Using Conductor's customization engine, administrators can easily upload variable element shells at any time without the assistance of an outside agency. Specific elements on each piece can be opened to allow franchisee customization or locked down to maintain brand consistency.
Dynamic selection of image files based on printing requirements	✓	<ul style="list-style-type: none"> • The dynamic categorization elements on Conductor allow for easy selection of image files and products based on a number of criteria including printing requirements.
File rules for different elements	✓	<ul style="list-style-type: none"> • Business rules can be incorporated into the Conductor marketing platform to control access and variability of elements. Customization of the platform to accommodate non-standard business rules is an available service that can be priced a-la-carte upon request.


Functionality of Marketing Materials



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Functionality of Marketing Materials

Functionality and Availability		Additional Notes / Recommendations
<p>Ability to create, download and/or print the following elements: Coupon, Flyer, Counter Card, Poster, Banner</p>	<p>✓</p>	<ul style="list-style-type: none"> The Conductor marketing platform allows for the easy customization, order and fulfillment of a variety of elements including coupons, flyers, POP materials, signage, postcards, advertisements, collateral, emails, etc.
<p> Recommended Products</p>	<p>✓</p>	<ul style="list-style-type: none"> Specific products recommended for system users can be easily displayed on Conductor's home page. Show your users what products are the best fit for them and take the guesswork out of their marketing efforts. Recommended
<p>Please see the attached grid showing the needs/ layout of the Marketing Materials rules. This reflects each initial element with the required number of fields for: Headlines, Sub-Headlines, Pictures, Offers, Prices, Addresses, Expirations, Mandatory Copy, Best Bets</p>	<p>✓</p>	<ul style="list-style-type: none"> Similar to the file rules for different elements, Conductor can limit the customization options for each individual element based on corporate business rules and guidelines on the level of variability that should be offered to franchisees.
<p>Additional items will be added over time</p>	<p>✓</p>	<ul style="list-style-type: none"> Conductor is an app-based marketing platform. Hundreds of marketing functionality apps work seamlessly together behind the scenes of the user interface. Functionality enhancements to apps are routinely made based on the best practices and innovation of corporate marketers using the system across the nation.

Functionality of Marketing Materials

Functionality and Availability	Additional Notes / Recommendations
<p>The Marketing Builder must be able to be accessible initially to 600 franchisees</p>	<p>✓</p> <ul style="list-style-type: none">• Conductor was developed on the Microsoft Orchard framework and hosted in the cloud using Microsoft's Azure cloud platform. This offers Conductor platform users maximum stability, reliability and scalability. Conductor can instantaneously scale to meet all of your user's immediate needs without sacrificing performance.
<p>The finished Marketing Builder must allow Marketing Departments to easily manipulate the layout and content in order to allow for frequent changes in the dynamic environment in which we work where things constantly change</p>	<p>✓</p> <ul style="list-style-type: none">• The Conductor customization engine is powered by Pageflex which allows marketing departments to quickly build and edit marketing products and make them available to the field. This is accomplished using Adobe InDesign with the Pageflex plugin, allowing anyone with some basic training to be able to upload even the most complex customizable products on the Conductor platform.

Functionality and Availability	Additional Notes / Recommendations
<p>The site design and layout should be aesthetically pleasing and simple for users to navigate. The site must also be completely secure against intrusion and should allow users to submit their contact/ credit card information and receive regular updates/new developments</p>	<p>✓</p> <ul style="list-style-type: none">• The Conductor marketing platform was designed based on 15+ years of proven experience leveraging technology to achieve marketing automation for many of the largest brands in the nation. Equal emphasis was placed on developing Conductor based on hundreds of industry best practices and forward thinking, highly aesthetic user interface design.• The highly secure nature of the Conductor platform is rooted in its Microsoft basis. As a developed system it includes a host of secure protocol functionality that exceed many industry standards including the secure processing of financial transactions. Performance and security testing are completed quarterly by an independent auditing agency.
<p> Marketing Summary</p>	<p>✓</p> <ul style="list-style-type: none">• Scheduled email summary of marketing activity, best practices, important marketing updates, success highlights, etc. <p>Recommended</p>

Project Scope



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Functionality and Availability		Additional Notes / Recommendations
Visually and aesthetically pleasing site design	✓	<ul style="list-style-type: none"> Usability of the Conductor marketing platform has been carefully designed based on 15+ years of field marketing automation experience with considerable emphasis on aesthetics to make field marketing fast and easy and create a marketing system that field users are excited to use.
User-friendly environment that is easy to navigate	✓	<ul style="list-style-type: none"> Conductor is designed for easy navigation including prominent navigation to key functions or content including a comprehensive search and help sections.
Consistency of design across all pages/sections of the site in a design theme consistent with Brand Standards	✓	<ul style="list-style-type: none"> The Conductor marketing platform look and feel can be customized to align with brand standards including corporate colors and use of company logos.
Ability to migrate current resources to new site	✓	<ul style="list-style-type: none"> Assistance with migration of current resources to the new site is available and priced on a product basis depending on the complexity of variable elements.
Our logo and logos on the site	✓	<ul style="list-style-type: none"> The Conductor marketing platform look and feel can be customized to align with brand standards including corporate colors and use of company logos.
All software and licensing requirements should be included as part of this project	✓	<ul style="list-style-type: none"> Conductor software and licensing are included as part of base system pricing. Licensing of third party software or image sources such as Google Maps will be priced separately depending on need.

Project Scope

Functionality and Availability	Additional Notes / Recommendations
Site should be searchable with keyword searches based on site content	✓
Site should be compatible with all current Web browsing technology and easily upgradeable	✓ <ul style="list-style-type: none">• The Conductor marketing platform supports the latest versions of Internet Explorer, Firefox, Chrome and Safari browsers.
Ability to work closely with Marketing Department on coordination of project tasks and resources	✓
Plan and perform a complete testing process on-site and database in order to ensure functionality	✓ <ul style="list-style-type: none">• pii's technology platforms and hosting are rigorously audited for functionality and performance. Security testing is completed quarterly by a third party auditing agency.

Project Scope

Functionality and Availability	Additional Notes / Recommendations
<p>Hosting of both the Marketing Builder and database which collects and tracks site visitor information to include: pages visited, elements downloaded, search tool analysis, elements printed, revenue generated from printed elements</p>	<p>✓</p> <ul style="list-style-type: none">• Commonly tracked site usage report data is available for Conductor implementations. Site marketing activity reporting is available through the Conductor interface allowing site users to build and customize many of their own reports.

Must Have




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Must Have

Functionality and Availability		Additional Notes / Recommendations
Marketing Materials: Semi and full customization, ability to house and download individual documents	✓	<ul style="list-style-type: none"> The Conductor marketing platform is capable of serving as a digital asset management tool allowing corporate marketers to centralize and house a variety of downloadable files including original product photography, variable templates/shells, letters, marketing guides, etc.
Shopping Cart	✓	<ul style="list-style-type: none"> Conductor users can view, delete and manage items placed in the shopping cart before finalizing their order.
Payment Gateway	✓	<ul style="list-style-type: none"> Conductor allows users to pay for purchases with a major credit card reliably and securely.
Printing Capabilities	✓	
Fulfillment Capabilities	✓	
Shipping Capabilities	✓	<ul style="list-style-type: none"> Shipping calculation app allows all shipping options and price calculations from UPS, FedEx, and USPS.
Search Tool	✓	<ul style="list-style-type: none"> The Conductor platform includes a comprehensive search engine.
Customer Support	✓	<ul style="list-style-type: none"> Customer service for system users is available from our highly trained and qualified customer support staff. Base pricing provided does not include dedicated customer service support for users. Customer service pricing will be provided upon completion of scope and needs analysis.

Must Have

Functionality and Availability		Additional Notes / Recommendations
Training	✓	<ul style="list-style-type: none"> Initial and ongoing system training is available.
 Corporate Program Owner Support	✓	<ul style="list-style-type: none"> Dedicated contacts to support the needs of corporate and field marketing staff related to the system. <p style="text-align: right;">Recommended</p>
Reporting	✓	<ul style="list-style-type: none"> Display system data in various interactive graph and chart options (bar, pie, tabular, column and line). Set up charts to update automatically as part of an admin dashboard. Customize the visual characteristics of any report, and preview reports before publishing. Typically, reporting is supported by role-based access and can be placed on various pages with interactive displays to show actual values for the data points.
Corporate CMS	✓	<ul style="list-style-type: none"> Develop new pages and site content. Format and align text, images, video and other components.

Important to Have



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Important to Have

Functionality and Availability		Additional Notes / Recommendations
Email Creative Builder	✓	<ul style="list-style-type: none"> • Conductor allows users to send customized email communications through the system. Users simply define a list, select an email template from the product catalog, create the communication and send the email to identified recipients.
Social Banner and post Creative Builder	✓	<ul style="list-style-type: none"> • Additional clarification of this requirement is needed. The Conductor platform allows users to customize a variety of marketing, advertising and promotional products using pre-determined shells. Users can select custom images, include personalization, etc. Placement of digital products such as Web banners and social ads with media outlets is not a functionality that Conductor currently supports.
Web Banner Builder	✓	<ul style="list-style-type: none"> • Same as item above.
Integration of all three of the above into multiple elements	✓	<ul style="list-style-type: none"> • Same as item above.
Microsite Hosting/CMS with different credentials for corporate and franchise users	✓	<ul style="list-style-type: none"> • The Conductor marketing platform does not currently support this requirement as described. With further discovery, it is possible we could find a cost effective solution to bridge a gap in required functionality. Development and hosting of highly variable microsities is a service pii provides to a variety of customers including a top three auto manufacturer.
Single Sign-on to integrate with FranConnect	✓	<ul style="list-style-type: none"> • The Conductor marketing platform currently supports SSO through Ping Identity. Integration with other SSO protocol is available and can be scoped and priced separately.

Future Plans





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Future Plans

Functionality and Availability		Additional Notes / Recommendations
Email Marketing Database or Data Feed	✓	<ul style="list-style-type: none"> • Conductor can align and integrate with a variety of data feeds which could include the Mrs. Fields email marketing database or data feed.
ISP Integration	✓	<ul style="list-style-type: none"> • The Conductor marketing platform is cloud hosted on the Microsoft Azure cloud platform making it highly scalable and flexible. With further discovery, requested integration may be achievable.
Loyalty card data feed	✓	<ul style="list-style-type: none"> • Customer retention and loyalty continue to be areas of emphasis for our corporate Conductor platform users. Conductor app functionality focusing on these activities continues to evolve and incorporate a variety of best practices. Additional apps and enhancement to existing ones are schedule for release in 2015. Partnership with pii could provide Mrs. Fields an opportunity to help define functionality moving forward.
Print Media Buying (ZIP code specific)	✓	<ul style="list-style-type: none"> • While not currently supported in Conductor, print media buying is a functionality being considered for future inclusion. Currently, Conductor users can create and personalize a variety of dynamic print advertisements on the Conductor platform. These can be saved and sent to media outlets electronically.
Digital Media Buying	✓	<ul style="list-style-type: none"> • A Conductor digital media buying app will be introduced in 2015 that will enable users to create and place digital advertisements from a variety of sources including Google, Facebook, Bing and Yahoo.
Advanced carrier route prospecting	✓	<ul style="list-style-type: none"> • The Conductor marketing platform prospecting app offers users the advanced ability to identify and market to ideal prospects. Radio controls allow user to find and market to ideal prospects based on a number of sortable demographic criteria. • Advanced carrier route prospecting will be introduced as an upgrade to this app in 2015 which will allow users to search for and market to prospects in specific carrier routes within an individual ZIP code. This will allow users to leverage unique USPS postal savings in reaching their prospects.

Future Plans

Functionality and Availability	Additional Notes / Recommendations
Inventory management	 <ul style="list-style-type: none">• Conductor users will have access to real-time inventory visibility and control of inventoried marketing and promotional products. Easily manage inventory across all stores from one convenient place online. One-click replenishment, automatic reordering, reorder point management ensures that users neever run out of stock to never run out of stock.
Advanced data analytics	 <ul style="list-style-type: none">• We're putting the power of advanced modeling in the hands of Conductor users allowing them to easily take a more predictive approach to how they market to current customers and prospects and analyze results. This functionality will be introduced in 2015.

Additional Sections Recommended



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Branded Specialty / Promotional Products

Mrs. Fields LSM Requirement Analysis

Functionality and Availability

Additional Notes / Recommendations





Memo Pads
Post-it Notes
Drinkware —
Mugs, Tumblers, Water Bottles
Pens
Apparel





- Nearly unlimited variety of personalized and non-personalized branded specialty items that can be ordered by corporate or field users and bulk shipped to desired locations.

Recommended
Recommended

Brand Identity

Functionality and Availability	Additional Notes / Recommendations
 Business Cards — Field & Corporate	✓ Recommended
 Stationery — Letterheads, Envelopes	✓ Recommended

Field Support & Engagement

Functionality and Availability	Additional Notes / Recommendations
 <p>Employee Recognition — Recognition Email templates Certificates E-Card templates E-Gift Card Order and Fulfillment</p>	<p>✓</p> <ul style="list-style-type: none">• Order and fulfillment of products focused on recognizing field employees/store team members.• Job well done, service milestones, task accomplishment, birthday, etc. <p>Recommended</p> <p>Recommended</p>
 <p>Workplace Compliance Materials</p>	<p>✓</p> <ul style="list-style-type: none">• Order and fulfillment of products focused on training, education and compliance with respect to regulated workplace guidelines (OSHA, EEOC, DOL Standards, Workers' Compensation, etc.). <p>Recommended</p>

Functionality and Availability		Additional Notes / Recommendations
 <h2>General Approach</h2>		<p>Recommended</p> <ul style="list-style-type: none"> It's important to have a robust suite of administrative tools available in your consolidated marketing platform. This will ultimately reduce the amount of time needed to manage your marketing efforts at the corporate level, which, in turn, will save you money. Below are just a few administrative features that would streamline overall program management AND increase the ability for customer service representatives to respond to user assistance inquiries.
 <h2>Add/Edit Products</h2>		<p>Recommended</p> <ul style="list-style-type: none"> Easily add new products and assets, or edit existing products/assets in the administration tool. This allows for changes to be made on-the-fly. Get your approved marketing products to market in minutes, not hours or days.
 <h2>Manage Website Content</h2>		<p>Recommended</p> <ul style="list-style-type: none"> Content management tool allows corporate to add, update and remove content that will drive messaging to the end user. Available content types include: basic text, uploaded files (all major types), links to other online resources, and more.
 <h2>Add/Edit/Remove User Accounts</h2>		<p>Recommended</p> <ul style="list-style-type: none"> This feature allows corporate users to add users, remove users, or make changes to individual user accounts and access levels as needed. A bulk upload tool is also available if you need to add a large group of users at one time.
 <h2>Scrolling Banner Tools</h2>		<p>Recommended</p> <ul style="list-style-type: none"> Administration controls allow you to add new, or change existing home page banners. Scrolling banners can be used to introduce and drive users to new programs, promotions and critical communications.

Conductor 4 Pricing

One-Time Setup Fee for sites hosted in the Cloud

	Amount	Notes
Provisioning	\$45,000	Minimum one-time fee. This may be more depending on program requirements.
SSL and Domain name	Pricing may vary based on cost of URL	Program administrator is responsible for selecting and securing domain name and SSL certification.

Base monthly fees for sites hosted in the Cloud

	Amount	Notes
Hosting fee and up to 200 users	\$1,500 per month	This fee covers hosting of a production site, a staging site and up to 200 user accounts. Customized apps or additional sites must be scoped, estimated and priced separately.
Fee for additional user accounts (above the 200 accounts included in the hosting fee)	\$5.00 per user per month	This can increase based on program requirements for customized apps.
Account Services Support	\$2,400 - \$7,500 per month	Final price will be determined upon scope.

Mrs. Fields Conductor 4 Pricing

Transactional Fees	Amount	Notes
Print production	Priced per specification	Includes mailing and/or shipping, NCOA, and tax considerations.
Email delivery	\$0.009/email	Assumes the program administrator will load their own template into the system. Volume discounts are available above 100K per month.
SMS delivery	\$0.02/outbound text	Volume discounts are available above 10K per month.
Social Media Monitoring	\$49.95 per month per word	First 5 words are included.
Credit Card Processing	3% of the order amount \$0.02 per authorization	All credit card transactions require pre-authorization. If actual amount billed is greater than the pre-authorized amount, then additional authorization is required.
PURL Hosting	\$75 - \$150/site per month	Depending on volume and complexity, custom quote will be provided based on scope. Note: This feature will be available in a future release.
Additional Media delivery	Custom estimate based on specifications	If additional delivery channels are used beyond what is included in the current listing, it will require additional scoping and estimate.
Fulfillment Services	Custom estimate based on specifications	Note: this feature will be available in a future release.
Products not purchased through pii	\$1.00 per unique product per order	Additional transaction fees may be added depending upon the details of the products.

Mrs. Fields Conductor 4 Pricing

Additional Optional Services	Amount	Notes
Custom Application Development	Custom estimate based on specifications	If custom app development is required and approved, pricing will be determined based on scope.
System Support	Custom estimate based on specifications	The following items can be purchased: <ul style="list-style-type: none">• Call center user support• User manual and updates• Webinars• Video tutorials
Training on-site	\$2,400	Includes up to 20 hours of training. Does not include travel expenses which will be billed at actual cost.
Product template support	\$295 - \$995/product	Cost to have products set up for production or execution through Taylor: <ul style="list-style-type: none">• Assumes program administrator will upload templates through admin tool.• Highly complex products will be priced out separately.• Multiple products uploaded at one time would be priced together, with applicable discounts based on efficiencies.

Mrs. Fields Conductor 4 Pricing

Additional Optional Services	Amount	Notes
PURL Site Annual Subscription	\$1,200/year	The subscription allows program administrator to offer this premium feature to all users of the system. Assumes the administrator will leverage self-provisioning tools to create PURL templates for user base.
CRM Integration	Custom estimate based on specifications	We support Microsoft CRM, other vendors will require scope and estimate.
Inventory Management App	Custom estimate based on specifications	Note: This feature will be available in a future release.
Ad Hoc Services	Billed hourly	Includes services from the following resources: design, copywriting, IT, data programming, and customer care.

Mrs. Fields Conductor 4 Pricing

Pricing Examples

Sample cost calculation for 1,000 users (using a base Conductor 4 implementation).

First year cost:		Out-year(s) annual cost:
• Provisioning	\$45,000	\$0
• Hosting	\$18,000	\$18,000
\$1,500 per month includes first 200 users		
• User Fee		
800 additional users \$5 per user per month	\$48,000	\$48,000
• Total	\$111,000	\$66,000

Case Study



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pii Launches global marketing automation platform for a Top-5 Quick Service Restaurant franchise

In 2014, pii partnered with the fourth largest Quick Service Restaurant franchise in the nation to revolutionize their field marketing for more than 6,500 restaurants globally. In their pursuit to create one centralized location for all things marketing, this QSR leader turned to another leader to make it happen — a 15-year leader in marketing automation — pii.

The result? An enterprise marketing platform that's driving global efficiency and field engagement for more than 6,500 restaurants in more than 20 countries.

- Centralization of more than 2,000 marketing, promotion and advertising assets all catalog-organized for easy user access.
- Product SKUs that include large format signage, flyers, postcards, coupons, door hangers, marketing guides, point of purchase displays and TV & radio advertisement.
- A robust restaurant-profile database within the Conductor platform that stores more than 40 points of key marketing data for each restaurant.
- Complex dimensional profiles are stored for each restaurant location allowing franchisees to re-image multiple locations with just a couple of mouse clicks.
- Setup, management and customization of highly complex variable marketing pieces, many allowing for more than 120 permutations of a single piece.
- Global agency-of-record access to the platform for the organization, and distribution of high resolution product photography.
- Advanced user administration controls that allow corporate users a high degree of flexibility in setting-up their own variable marketing products and campaigns, eliminating the need for and cost of outside agency assistance.



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