



BigCabinet™

User Driven Web-based Dynamic Publishing™
Using Your Brand Rules™ and Graphic Standards

Brand Manager™ 2.0

How Brand Manager Can Help You Build Stronger Brands While Reducing Your Costs

BigCabinet's Brand Manager provides marketers, their agencies and production vendors with browser-based "dynamic publishing" tools that reduce the costs of creating, managing and distributing marketing communications materials. Brand Manager 2.0 from BigCabinet is a unique, browser-based application that stores your "digital marketing assets" - like brochure and ad templates, logos, photos, copy, promotions and corporate location data - in an online database. It uses the same digital documents designed by your creative teams, and stores them in your secure Brand Manager site.

Brand Manager brings you seven areas of innovative functionality:

1. Brand Rules™

You can control graphic standards for each brand, and rules for each digital asset stored. You manage how your brand materials are used; define relationships with other digital assets; establish territories, groups, and locations; and you can even configure rules for individual users.

2. Dynamic Publishing

Brand Manager can automatically convert your Quark™ and Adobe™ files into dynamic "templates." These templates can then

be accessed by authorized users for customization, personalization and distribution.

Brand Manager re-purposes and resizes graphic elements based on your brand rules, and user or vendor requirements. Your field force and distribution channels can see and receive marketing communications materials that meet their custom needs - while protecting your brand within your pre-set limits.

3. Brand Asset Management

Your creative team can "publish" any file - photos, logos, art, and copy - directly to your secure web site to await your approval.

Then, you can organize your "digital assets" in folders and sub-folders based on your needs or campaigns. So your agency, marcom team and local managers can order customized materials directly and securely over the Internet.

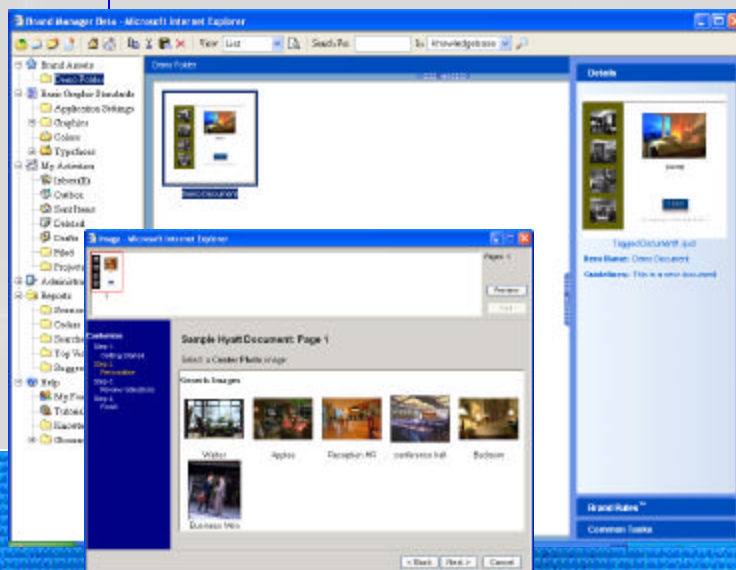
4. Brand Pre-Flighting

By storing your images and "Basic Graphic Standards" (i.e. application settings, colors, fonts, etc.) in Brand Manager, this data can be used to Pre-Flight new files and flag marketing, production or system administrators that new content does not match brand standards.

[Over]



Find out more for yourself. Contact BigCabinet at info@bigcabinet.com for an online demonstration.



Enterprises Use Brand Manager to Build Stronger Brands with Lower Costs

If you need more consistent brand management across your global enterprise, while making campaigns more relevant locally, with lower management and development costs, Brand Manager can help.



5. Project Management

Brand Manager facilitates collaboration for authorized users, both inside and outside your organization. This expedites input and feedback, helps you manage better, and execute faster. It's also simple to use, so anyone who is familiar with popular office applications can use Brand Manager with minimal training.

6. Brand Distribution

Your Brand materials must be delivered quickly and reliably within your enterprise and to your vendors. Brand Manager automatically sends e-mails to notify them that materials are ready for downloading. Our output is industry-standard Quark and Adobe files, so any vendor can use them. Your project manager can track file delivery to follow up with your vendors.

7. Reporting and Accounting

Brand Manager provides several standard reports to track user activity. Costs can be associated with projects, and budgets assigned to users.

- Web application
- No client-side software necessary
- Completely scalable
- Reduce the costs of creating, managing and distributing marketing communications materials



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Flexible Architecture Provides for a Variety of Implementations & Configurations

You can implement Brand Manager 3 or more ways, depending on your needs, resources, and preferences

1) Turnkey ASP

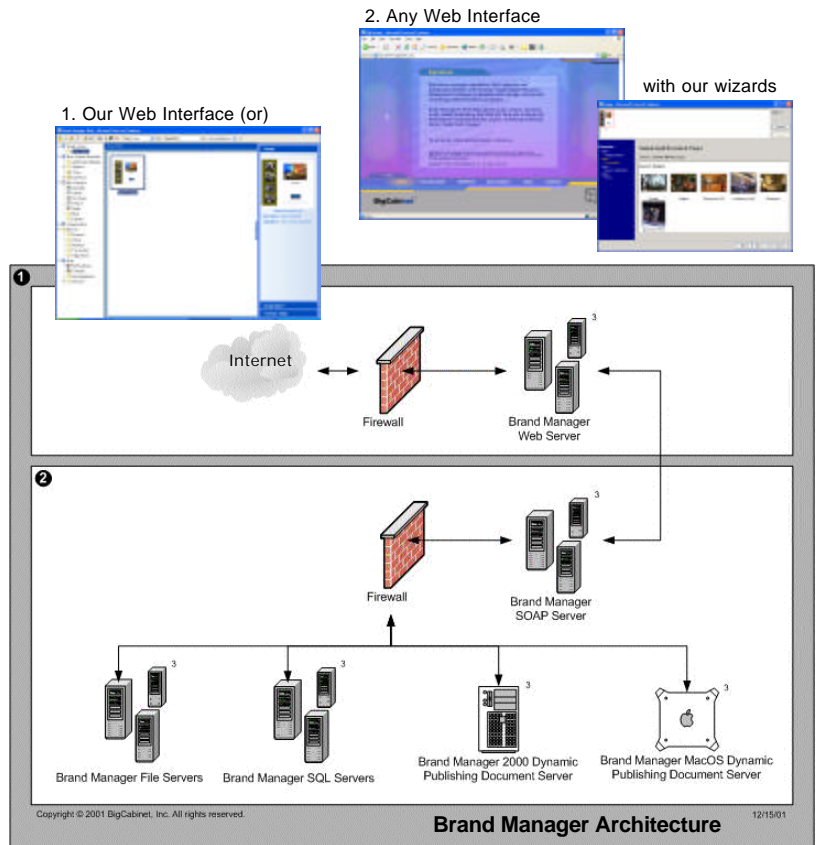
You can gain instant access to Brand Manager, with no impact on your current IT infrastructure, by subscribing to Brand Manager as an ASP. Our secure solution is hosted on redundant and fault-tolerant servers in our on-site managed-hosting facility. For high-traffic international networks, our global partner ISP's can meet your requirements.

2) Any Interface Connected to BigCabinet

You can manage your own front-end site, and tie into BigCabinet's Simple Object Access Protocol (SOAP) server using our API's, documentation and configuration services. The SOAP Server allows your existing web sites to use Brand Manager, even if your site runs on a different platform.

3) Your Own BigCabinet

Our software has been designed to be customized around your enterprise needs and IT requirements. For the highest level of integration, Brand Manager modular components and servers can be configured and sold on an as-needed basis.



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