

Cierant

XMPie® Applied.

Cierant Corporation is a distributed marketing software and services company that helps businesses harness the power of XMPie's industry-leading dynamic composition and omnichannel marketing technology. We configure the XMPie PersonalEffect®, uStore® and Circle™ platform into bespoke applications that automate the creation and delivery of hyper-localized marketing across media.



Levels of Service Engagement

From consulting to custom application design, Cierant offers a range of integration services to help businesses small and large leverage XMPie for their distributed marketing needs.

Level 1: Consulting

Providing expert guidance every step of the way.

For companies that have recently purchased or are about to purchase XMPie technology, we accelerate the learning curve by analyzing business workflows and providing a tailored implementation plan that meets your unique objectives. From system training to campaign setup and template logic definition and design, we leverage our decade of experience in XMPie systems integration to provide IT, marketing, production and software development teams with the knowledge needed to avoid potential roadblocks and unlock the full potential of XMPie.

Level 2: Hosting

Eliminating the administrative weight.

Recognizing that implementing XMPie is only half the work effort, we offer server hosting and administrative maintenance of the complete XMPie technology suite to keep your investments operating at peak performance. In addition to server hosting, we oversee all monthly upgrades so that you're always working on the latest version and utilizing the newest features. Version upgrade management includes coordination with XMPie customer support and software development teams in order to minimize downtime and impact to any custom code.

Level 3: Out-of-the-Box Storefronts

Accelerating storefront deployment.

Rapidly deploy uStore NG into a branded marketing portal by having our web-to-print specialists handle the store setup process for you. Using your brand style guidelines, we'll configure the look and feel of the storefront so that it feels like a natural extension of your business. In addition, we'll setup your PersonalEffect server connection, database tables, products, shipping options, templates and more so that all your users need to do is log in and start ordering.

Maximize Your Investment

Whether your business requires fast launch of a uStore marketing storefront or a custom application built on PersonalEffect, we have the expertise to put XMPie into effective practice for your organization's needs.

Stop Struggling—Start Personalizing!

Leverage the power of XMPie's dynamic composition engine quickly and cost-effectively with a team whose primary goal is your implementation success.

Email: inquiries@cierant.com

Phone: **203-731-3555**

Website: www.cierant.com

Level 4: Customized Storefronts

Adapting uStore® to your business needs.

Understanding that each business's storefront needs are unique, our programmers are expert in XMPie uStore customization. Seamlessly integrating custom pages, branding, plugins, workflows and behaviors, we deliver storefronts that mirror the way your teams operate. Whether your business requires 3-D proof previews for dimensional packaging, a form-based page for special field requests or TaxJar® integration for automated sales tax calculation, Cierant can be counted on to deliver a highly differentiated portal solution.

Level 5: Enterprise Application Design

Engineering PersonalEffect® for enterprise-integration.

Large businesses with complex marketing processes often require a fully custom user interface that allows for robust API integration and sophisticated cross-media functionality. In this instance, we leverage the flexibility of XMPie's open source framework to deliver enterprise application design. Our team of diverse programmers masterfully stream the dynamic publishing power of PersonalEffect into bespoke web and mobile applications that power global channel marketing operations.

Product-Specific Services

PersonalEffect®

- production workflow definition, design and pre-press systems integration
- setup of campaign plans, data sources, rules and dynamic documents
- programming of template variability logic and data source linking
- custom application design built on top of PersonalEffect

uStore® NG

- basic skinning to complete UI and workflow customization
- setup of accounts, products, pricing, templates and delivery options
- customization of uEdit to specific content editing permissions and proof display needs
- custom uStore architecture built on top of APIs

Circle™

- full-service personalized email marketing program administration
- email performance optimization using uProduce Marketing Console analytics
- action-triggered touch point automation delivered via individual channel preference
- data-driven audience segmentation tied to specific offers, messaging and imagery