



cierant<sup>®</sup>

Shaken,  
not stirred.



The perfect mix  
of left and right.

“Where there’s change,  
there’s opportunity.”

WHO  
WE  
ARE

## Clever. Calculated. Cool.

New technology advancements have changed how and what we use our devices for. Multiscreen content consumption has transformed how we process information and make decisions from it. Unprecedented data growth has opened new doors to the knowledge we can acquire and what can be accomplished with it.

Enter Cierant: a marketing services company founded on the notion of “where there’s change, there’s opportunity.” While many agencies fail to adapt to the evolving demands of an increasingly multiplatform world that’s bursting with data, we apply uncommon thinking to propel companies into the future. Our bold creative concepts are crafted in parallel with dynamic custom applications to produce solutions that transform business barriers into innovation gateways. It is this synthesis of top left and right brain thinking that enables us to deliver programs and campaigns that drive customer competitiveness and marketplace success.

The background features a dynamic composition of overlapping, wavy bands in shades of blue, purple, and red. A bright, glowing light source is positioned in the upper right quadrant, creating a lens flare effect and illuminating the scene. The overall aesthetic is modern and energetic.

# Our History

Charting a Course to Cross-Media

Originating in 1987 as a provider of marketing communications and software for technology-driven organizations, today we are a full-service marketing company recognized for our expertise in data-driven communications and custom software development.

Around the turn of the century, the emergence of new technologies had begun to disrupt existing business models. It was at this pivotal point in time that we began to establish ourselves as specialists in new technology integration and sales channel activation. Organizations from both creative, technical and professional industries began to choose us over large global agencies and professional services companies because of our forward-thinking and ability to rapidly execute solutions tied to measurable savings and process efficiencies. Today, we offer clients a rich experience base, proven personalization and performance marketing solutions, and the broadest array of cross-media capabilities in the industry.

# BY B O T S I T H

# THE STRENGTH

## The Family

We are an affiliate of the Command Group of Companies, the most diversified, privately-held graphic services organization in the nation. Comprised of seven print services and media solution providers, our customers benefit from full access to Command's manufacturing, production and communications services.

Through the unification of our versatile facilities, we provide a powerhouse of print media and online solutions for a wide range of industries.

## The Command Group of Companies.

- A multifaceted family comprised of seven partners: Cierant Corporation, Strategic Content Imaging, Bind-Rite Robbinsville, Command Web Missouri, Command Financial, Unimac Graphics and Bind-Rite Services
- A strategic supplier to some of the largest publishing, financial services, insurance, healthcare, pharmaceutical, consumer goods, retail and education organizations in the U.S.
- Pioneers of personalized communication solutions that maximize digital print technology

OF  
SEVEN





# Five Keys to Our Approach

## Strategic.

Many organizations are able to collect data, but translating it into ROI-generating programs requires a combination of strategic thinking and acute perception. Our data analysts and marketing strategists are exceptional at converting data into actionable insights. Working side-by-side with our customers, we conduct thorough analyses of existing processes and data assets in order to identify and tackle challenges with precisely the right approach.

## Data-Driven.

Central to our approach is the belief that data doesn't confine creativity; it inspires it. With a recent IBM report revealing that 90% of the world's data was generated over the last two years\*, marketers are feeling the pressure to put big data to work. At the same time, consumers are becoming increasingly aware of the potential of their data and expect it to be used to deliver new value. We believe that relevant data can enhance the power of any communications initiative, which is why data lies at the heart of each program that we deploy.

## Collaborative.

One size does not fit all and one team does not know all. For this reason, we collaborate with our clients' internal teams, agencies and customers to design custom solutions that satisfy business-specific objectives. Upon solution deployment, we continue to foster idea exchange so that programs evolve with changing demographics and market behaviors. Such continuous enhancements and program fine-tuning ensure that solutions remain competitive.

## Agile.

"It's not just what you do; it's how you do it" is a phrase we hear a lot. Enterprise organizations continue to choose us because of the ease of doing business with us. In place of rigid structures and methodologies, we employ agile principles to drive rapid development of flexible, highly responsive programs. Our comprehensive customer support structure provides customers with guidance and knowledge throughout every phase of new program integration.

\* "Bringing Big Data to the Enterprise." IBM. <http://www-01.ibm.com/software/au/data/bigdata>



## Secure.

Driven by strategic engagements in healthcare, insurance and financial services, our dedication to information security management is evidenced by our ISO 27001 certification. This information management security system works to ensure the confidentiality, integrity and privacy of all customer information entrusted to us, as well as the continuity of all our operating systems. With data security becoming an ever-present concern both at the consumer and organizational level, clients can feel secure in knowing that we handle data responsibly and ethically by applying stringent ISO protocols daily.

The background features a series of overlapping, curved bands in various colors including red, orange, yellow, green, and blue. These bands are set against a light, hazy background with numerous small, glowing white and blue particles scattered throughout, creating a sense of depth and movement.

# CORE

## Competencies

The old measures of defining a marketer's success and savviness no longer apply. Marketers must now morph into multidimensional professionals skilled in a variety of high-level knowledge branches.

The modern marketer must not only develop stimulating campaigns that generate engagement and new revenue, but must understand how to put big data to work and leverage new cross-media technologies to engage with the easily distracted, multiscreen consumer. Simply being a marketer is no longer enough. Now, one must be a marketing technologist, a data scientist and a content strategist.

## Sound overwhelming? It can be.

Fortunately, that is where Cierant comes in. Data has been at the heart of our operations from day one and having started out as a technical services company, designing lead-edge applications that bring campaigns alive across media is second nature to us.

Our association of multimedia authorities, including a national leader in digital print, provides us with the resources needed to seamlessly bridge traditional and new media. Such resources, when aligned with our unique approach to project management and process design, deliver ultimate customer satisfaction regardless of project size or complexity.

## Core Competencies

- Dynamic Composition
- Data Science
- Cross-Media Delivery
- Production & Delivery Optimization
- Process Design

The background features a series of overlapping, curved bands in various shades of green and yellow, creating a sense of motion and depth. The bands are semi-transparent and curve from the bottom left towards the top right.

# Dynamic Composition

Make it **memorable.**

Today's multiplatform consumers demand rich user experiences aligned with highly personalized communications that speak to their unique identity. In this customer-centric world, relevant content is the driving force of engagement.

Our ability to develop content marketing strategies designed for enduring engagement has established Cierant as a leader in customer-centric communications. Maximizing the capabilities of variable data print, Cierant creates, curates and produces communication tailored to an audience of one. We leverage personalized content to create resilient relationships between businesses and their customers across the full spectrum of relationship touchpoints, from regulatory-driven communications, to customer relationship management (CRM) outreach programs.

The key to our dynamic content design lies in our ability to rapidly conceptualize content layouts that allow text to flow smoothly across diverse layouts and platforms. Our creative services team blends design, copywriting, one-to-one engagement and production expertise to support effective brand storytelling and visual journeys that elicit powerful emotional responses.

## Dynamic Composition Solutions:

- World-class variable data composition engines
- Comprehensive content management platform
- Industry-leading digital asset management
- Multichannel marketing services
- Diverse digital print production, including high-speed inkjet web services
- High performance personalization at-scale
- Complex variable document composition

# Better Engagement. Better Measurement.

**Data.** One word that is finding its way into C-suite conversations across industries and communications disciplines. With such unprecedented data growth, organizations must be proficient at collecting, interpreting and leveraging data, or else face extinction.

Comprised of data scientists and marketing strategists working side-by-side, Cierant helps organizations plan, implement and manage strategic programs that put data to work. Whether it be for the purpose of boosting brand loyalty, managing regulatory compliance, or driving performance marketing, we know how to turn data into strategic communications.

Our expert data management and integration skills are exemplified in the custom web-to-print portals that we build and oversee for healthcare, pharmaceutical and consumer goods companies. These portals go far beyond basic print customization tools, offering sophisticated targeting, budget management and real-time reporting. Workflow solutions such as these allow for high-ROI programs and critical customer communications to be selected, customized and delivered on-demand. The secret to the success of these solutions? Our proven ability to facilitate secure data processing and integration.

## Data Science Solutions:

- Full-service database design and management
- Complex data integration utilizing enterprise data assets
- Custom reporting dashboards
- Real-time campaign analytics and dynamic data display
- ISO-certified security procedures that ensure the integrity, privacy and security of all data resources



# DATA SCIENCE

# DATA SCIENCE

# DATA SCIENCE



Enterprise Cross-Media  
**DELIVERY**

## Closing the Loop

In the always-on world we live in, consumers expect to be able to engage with their favorite brands and access associated content whenever and however they choose. Rather than leaving it up to the marketer, it is now the customer who dictates the medium of delivery that is right for them, making cross-channel integration a top priority of many organizations.

From direct mail campaigns and print advertisements, to email marketing programs and mobile engagement, we employ measurement-focused techniques that enable effective cross-media communications. We exceed the demand placed on marketers to deliver the right message at the right time via the right medium, responding with an array of tools and techniques that simplify the planning of programs across the full communications lifecycle.

Whether it be print, mobile or web—we know how to deliver compelling one-to-one engagement maximized for any medium.

## Cross-Media Solutions:

- **Print:** Personalized QR codes, augmented reality
- **Web:** Personalized URLs, personalized landing page programs, custom web-to-print solutions, eCommerce catalog tools
- **Mobile:** Mobile customer engagement platforms
- **Email:** E-mail marketing featuring live content



# Production & Delivery OPTIMIZATION

Cierant provides clients with an industry-leading approach to communications project management, documentation and process optimization. We are pioneering the deployment of new production business models. One such solution that is revolutionizing print cost dynamics and workflow management is JournalsXpress, a zero-inventory solution that allows journals publishers to profitably maintain their print subscription base.

We recognize that in many cases, the costs of warehousing, mailing, kitting or distribution can exceed the costs of design and production. Accordingly, we present clients with bespoke plans that integrate design-for-distribution strategies so that budgets can be assigned to more strategic purposes beyond mailing and shipping costs. Our methodology also ensures that each customer's optimization strategy is built exclusively for their unique challenges, and is not a force fit of a one-size-fits-all delivery model.

## Production & Delivery Optimization Solutions:

- Advanced postal optimization services, including list-cleansing, householding, manifest mail processing and advanced dedupe and frequency targeting protocols
- Diversified, real-time logistics optimization, including co-mingling, co-palletization and SCF/DDU mail service injection
- Partnerships with the industries' leading mail and distribution services, including UPS Mail Innovations and Pitney Bowes Presort Services to ensure best-of-breed services options

# Process Design

While our solutions are known for delivering superior engagement and ROI's, what makes us more proud is our ability to implement transformative workflow processes that deliver unsurpassed efficiency, cost savings and customer service. Whether the primary objective is tied to marketing, transactional, or regulatory communications initiatives, we understand that process planning and workflow design are often key to transforming complexity into operational simplicity.

Our data analysts, mail services and production teams thoroughly assess an organization's current communications management processes to develop custom workflow solutions that streamline processes across touch points and automate repetitive manual labor.


Our ability to deliver unparalleled process design is demonstrated in our daily management of regulatory-driven communications for major healthcare and financial institutions. Staying up-to-date with regulatory mandates and compliance standards has evolved into an ever-increasing challenge, with new intricacies constantly emerging.

To address these demands, we have designed and implemented processes that dramatically accelerate cycle times while providing multilayer oversight of regulatory specifications for both offline and online communications. Through our distinct process design, clients are able to achieve newfound cost savings and greater transparency into compliance adherence.



## Process Design Solutions:

- Proven process for requirements gathering and documentation
- Extensive use of online project management and collaboration resources to facilitate effective implementation
- Agile process design methods that permit fast deployments with continuous improvement
- Adaptive project planning to accommodate evolving requirements



# COMPETENCIES APPLIED



### **Direct Marketing**

- Cross-media customer acquisition and loyalty campaigns
- Highly personalized, one-to-one engagement on a national scale
- On-demand ordering and customization of targeted campaigns
- Comprehensive design, data processing and distribution services
- Opt-in verified email communications programs

### **Sales Channel Activation**

- Branded portal development and support
- Templated design for on-demand program customization
- Execution of co-branded, cross-media campaigns
- Closed loop, real-time campaign tracking and reporting

### **Consumer Marketing**

- Customized, retailer-specific shopper marketing programs
- Templated campaign development toolkits
- Personalized, cross-media campaigns with real-time reporting
- Auto-generation of art files for print and digital collateral

### **Publishing Solutions**

- Subscription acquisition and renewal campaigns
- eCommerce solutions designed for print-on-demand titles
- Order processing, production and fulfillment management
- Zero inventory and automatic replenishment programs

### **Pharmaceutical Marketing**

- Personal and non-personal HCP communications
- Geographic practice profile targeting
- Seamlessly integrated cross-media campaigns
- Managed care formulary status awareness campaigns

### **Health Insurance Member Communications**

- Member-specific EOC/ANOC production and distribution
- Commercial insurance daily certificate mailing
- Daily notice letter production and mailing
- Reporting dashboards for comprehensive compliance oversight



# What's **Next?**

To discover how we can shake up your marketing and communications programs, call us at 203.731.3555 or send us an email at [inquiries@cierant.com](mailto:inquiries@cierant.com).





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