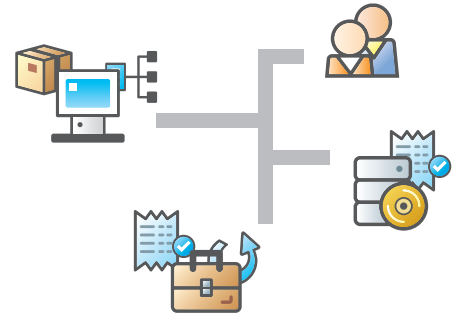


WORKFLOW MANAGEMENT CENTER

WMC

New Media Gateway's Workflow Management Center assists you in streamlining processes, approving materials, improves efficiency, while giving you advanced marketing calendar functionality. This product handles the creation and preparation of marketing materials, while also acting as a web-based internal network drive to keep you connected anywhere in the world.



Imagine having a simple, centralized filing system whereby you can ensure all personnel involved in a project are using one tracking system, and where all approvals are tracked and saved. This keeps project workflow progressing forward, keeps employees accountable and eliminates countless hours or days in wasted time.

WORKFLOW MANAGEMENT CENTER

NMG created solutions that allowed AT&T Consumer Marketing to more easily distribute reports and internal communications across multiple channels and agencies nationwide.

Tammy Wagner

Associate Director of Consumer Marketing
AT&T

- 1 File Management Center
- 2 Approval Management Center
- 3 Directory Management Center
- 4 Internal Communications Center
- 5 Service Assignment Tool
- 6 Campaign Creation Center





NMG's Workflow Management Center is a suite of six integrated modules that connects people to the information they need to maximize internal productivity. Streamline even the most intricate internal processes, from various levels of approvals to project revisions, versioning and communications. Take control over project deadlines to ensure deliverables are met on target ... and on budget!

The Workflow Management Center was originally created to meet the needs of a Fortune 100 company's requirements when merging a national marketing team into one formalized process. Since then, it has been repurposed for a number of organizations from start-ups, to other Fortune 1000 corporations.

Utilizing the Workflow Management Center, our clients have experienced increased results like:

- 1 Reduced campaign "concept-to-market" time up to 66%
- 2 Reduced downtime by 50% when searching for collateral, messages, legal copy, etc.
- 3 Produced (on average) up to 5 additional hours/week of revenue-generating/employee
- 4 Unified remote offices to be run as efficiently and effectively as the headquarter offices

How can your organization leverage the Workflow Management Center?

- ▶ Organizations today spend an incredible (yet largely unidentified) amount of time, energy and money bringing projects from concept to development, to implementation, to post analysis.
- ▶ Imagine a typical scenario whereby a simple marketing campaign needs to pass through 10 individuals within an organization before it can launch. How do you simplify versioning and change orders? How can you seamlessly incorporate each individual's change requests, edits and comments? How to check the status without sending an email or picking up the phone?
- ▶ Now, multiply this scenario by the number of instances, people, resources and money that are involved over a one-year period? These situations are costing corporations thousands of dollars in redundant personnel tasks and lost productivity.
- ▶ NMG's WMC solves these issues by bringing the process into a centralized environment, providing powerful tools to help people guide the project through more time-efficiently and cost-effectively.

Contact NMG today for more information on our Workflow Management Center, and to see how you can leverage our proprietary technology to evolve your sales and marketing to the next level.