



Bush Hog Proposal

bpimedia
group

340 Denson Avenue | PO Box 600 | Boaz, AL 35957
800-235-6652 | 256-593-2048 | 877-593-1675 fax
www.bpimediagroup.com

Your Complete Marketing Solution

BPI MEDIA GROUP: OVERVIEW

BPI Media Group is a privately held corporation located in NE Alabama. Founded in 1979, the company managed to grow and thrive through this economy without the assistance of venture capital or equity partners. Often a beta site for industry software, BPI maintains a competitive edge by adopting the latest technologies and implementing best practices relevant to production, fulfillment and logistics.

BPI provides the following services to their clients:

- Offset Printing
- Digital Printing – Kodak NexPress
- Wide Format Printing
- Design and Web Services
- Kodak Insite, an online soft-proofing system
- Marketing Strategies
- Online Storefront Solution
- Mail
- Fulfillment
- Pageturn Publications
- Email Marketing Campaigns
- Promotional Items

Serving sales and marketing organization across the United States, BPI is committed to cross media solutions that deliver great results. We track your metrics and make improvements along the way. Committed to your success, we provide our customers with the low cost offset production options as well as customized full variable digital print options. Let us show you the ROI associated with a fully variable print sales campaign ... Impressive!



BPI Media Team

We will provide a team to handle your print and fulfillment needs. BPI will provide a full list of BPI Media Group contacts, phone numbers and emails. Listed below are some of the members that would be assigned to Bush Hog.

Alan Davis	President
Steve Davis	Vice President
Colby Nicholson	Account Executive
Brandon Rome	Storefront Web Portal/Webmaster
Leisa McGowan	Storefront Web Portal/Creative Director
Doris Breedwell	Mail Application Specialist
Pam Morris	Customer Service Manager
Emily Abbott	Shipping/Fulfillment Supervisor

Upon an awarded contract with Bush Hog, the entire team will be involved in the transition process.

BPI Media Group is also a very flexible sales driven company, which means we constantly are looking for ways to enhance our services with our clients. We do this by constantly reviewing account activity and looking for ways to improve our service. We have done this in a number of ways, including capital expenditures on equipment when we see the purchase will have a positive impact for our client.

BPI Media Group provides multiple services for companies nationwide to handle their communication needs with a high level of automation and tracking. Web portals allow our clients to order material, check real-time inventory levels, print on demand, establish automated reorder levels and customize the portal to fit the their needs.

Marketing Collateral Material

All Bush Hog Marketing and Training Collateral is to be housed in a single repository. Certain Administrative levels will have access to everything, others will be restricted to those areas relevant to their management responsibilities. An approval process is in place based on preset criteria of the person logging in. Portal restrictions are a critical safeguard to making sure the right people are viewing the right documents. Every product in the system has a SKU which enables us to track rev #, location, current inventory and inventory reorder points. In the event a third party provides that item, we have vendor information on that product as well. The quantity requested is pulled and prepared for shipping. The web portal has full reporting capabilities for sales representatives, territories, products, specific date/time, and order break down so that Bush Hog storefront administrator would have complete access. Status of orders, inventory levels and other activities can be checked and monitored. If needed, we will schedule an additional Go-To-Meeting demo of our storefront solution to further demonstrate how robust and customizable the system can be. In this demo we would show additional examples of live sites that handle fulfillment and print on demand. This is based on all existing inventory to be shipped to BPI Media Group during transition.

- Orders for marketing collateral can be ordered through the storefront. This is a web portal that can be accessed from any browser based device. A demonstration/training for all users will be offered at multiple times to accommodate all involved.
- Orders are entered into the storefront in a shopping cart method. After completion of order, items are deducted from inventory.
- Orders are processed in the order they are received pending approval from Bush Hog. Upon approval, storefront will generate pull tickets and send via e-mail to fulfillment center. All boxes and packaging material will be submitted to Bush Hog for approval.
- Storefront offers inventory management reorder points. Bush Hog can set the level for reorder per item. BPI storefront will send emails notifying Bush Hog of low levels for reprint or copy change, thus eliminating the need for backorders.

Marketing Collateral Material *continued*

- Real time reporting is available through the storefronts reporting system. The reports can be generated by specific market segment, sales representative, customer, or inventoried items. Bush Hog administrative login has full reporting access. BPI storefront reporting has order history for all segments.
- Status of orders and past order history is available on the storefront. Tracking information is also available in the system. A customer service representative will be assigned to Bush Hog to assist in any production issues. She will be available Monday through Friday, 8 a.m. to 5 p.m. Eastern Standard Time, also telephone numbers will be given for after hours contact.

Reporting: Valuable Information

Access to the portal may be achieved through any computer, iPad, or Smartphone. 24/7 real-time reporting is available through all the same channels. Of course, the reporting features are restricted to those who have been granted permission in advance.

Reports can be generated by sales rep, inventoried item, market segment, or customer. Status of orders and past order history is available on the storefront. Tracking information on live orders is also available through the storefront. No need to back out and log into the UPS or FedEx sites, (or any other carrier for that matter).

Templates, Campaigns and Mail Processing

Your Bush Hog storefront will also house templates to be used for various sales and marketing campaigns. These templates are often used in the training environment as well. Simple to use, templates for campaigns are clearly identified on the storefront and easy instructions allow your users to upload relevant variable data for that particular campaign. A PDF proof is generated in a matter of seconds and your proof approval is complete. You're ready to kick off your campaign in a matter of minutes!

This service is a huge benefit to HR and branch managers as well. The Business Card Templates save time and money. Trade show emergencies are streamlined and to a large degree, eliminated, when these items can be printed on demand and drop shipped to the location of the trade show. No need for 20 phone calls begging for expedited service ... simply point and click. Done!

Templates, Campaigns and Mail Processing *continued*

Distribution lists are also uploaded through the storefront and those items proceed directly to our in-house Mail Processing Department. A United States Postal Representative visits our office every day to certify all pre-sort projects before it drops to the mailing system. This service ensures quality and reduces any delay that may occur at the USPS.

Printing

BPI Media Group has a combination of conventional and digital presses. With multiple large (40") presses up to six colors with coaters, we are capable of handling larger print run projects for inventory storage or shipments. BPI Media Group also has a full bindery to complete the projects and control delivery dates in-house. Shorter print runs, as well as print on demand projects, are printed on our digital presses.

Graphic Design: Our webmaster and creative design department serve as an extension to your marketing department. Sometimes you need A to Z, concept creation to delivery and other times you need advice on how to make an existing design cheaper to produce. We're there to meet those needs.

Help

What if an emergency comes up and our equipment goes down due to power outage, flood, delivery challenge, or just general Murphy's Law? It happens to everyone at one time or another. To contain the usual ripple effect of such emergencies, BPI has a network of partners across the US to accommodate exactly those situations. We also call upon each other to improve service at peak production times. There is a clear benefit to this system, we don't carry the day to day costs associated with our combined production capabilities. That savings is passed on to you; a sensible approach to an inevitable challenge. This network has a total of 68 commercial printing units and they all use the same digital presses. That single detail streamlines file exchanges and eliminates a lot of software headaches. Quality and stock issues are resolved with that feature as well.

IT Support

BPI Media Group has a team, including a webmaster, to ensure that storefront portal is working in the most efficient way at all times. We host our portals off site with 99% up time and multiple backups. If one site should experience problems, the system switches to another part of the US without any downtime.

Inventory Management Software

Storefront is a web-based ordering portal for manufacturers allowing users to order product and create customized documents online. Users can upload PDF documents, personalize and customize their documents, preview proofs, manage orders and reorder in an easy-to-use web-based interface.

- Web-based ordering online
- No software to install, browser based
- User login, profile, and user library for images, PDFs and data list
- Document customization and personalization
- Document templates to ensure that all fonts, colors, logos and placement are consistent with brand
- Multi-language support
- PDF preview from online approval
- Intuitive checkout and shopping cart
- Support for eCommerce and third party shipping providers, such as FedEx and UPS
- Approval workflow
- Interactive editing
- Variable print
- Data list acquisition and data merge for direct mail
- Site skinning and localization
- Manages inventory with real time reporting
- Reports can be generated by specific dates, product SKU, sales representative, sales representative territory, and customer listing

Base Fee Services

Storefront Development

20 SKU items \$2200.00 one time charge
Performance metrics reports can be obtained from the storefront for no additional cost

Inventory Setup

\$35.00 for each item that will be put into inventory (includes counting as well as computer input)
plus \$5.00 per each additional pallet per line item

Monthly Hosting and Maintenance

Monthly hosting	\$45.00 per month
Storefront maintenance	\$100.00 per hour (as needed) (adding/deleting users, products, categories)
Warehousing of skids	\$18.00 per skid per month
Pick and pack	based on time study after discussion of requirements <i>(Flat rate fee that would include box-to be determined-plus a per piece for each line item per order)</i>

Printing

Based on specifications of each project

Freight

A separate shipping number can be obtained, piggybacked on your present Federal Express or UPS account, to ensure that you get the same rates. All orders will be shipped on the separate number to ensure the ability to reconcile the account in your accounting department is much more streamlined.

Web and Design

Web development	Based on scope of project
Web maintenance	\$125.00 per hour
Web hosting	\$45.00 per month
Design/Layout	\$75.00 per hour

Other Known Issues to be Considered

IT Support

Data

1. Storefront server has more than adequate speed and storage space for growth.
2. Storefront is a web based portal for ordering literature and samples. It provides full reporting of all activities.
3. BPI has an FTP location and an InSite software system. This allows for large file transfer and online soft proofing.

Labor

1. A time study will be conducted to determine time to ensure the best hourly rate.

Freight

1. Shipping reporting will be obtained from the storefront portal to tie back to daily shipping logs.

BPI Media Group would perform a quarterly meeting with necessary Bush Hog personnel at their convenience to ensure all aspects of the contract is satisfactory and to discover any needs that may need to be addressed.

STOREFRONT SUMMARY

45 Sales Reps / 1400 Dealers / Grouped in categories with restrictions and approval process
Storefront Contents
Inventory Items
Print-on-Demand Products
PDF Downloads
Digital Asset Library
Wide Format Orders

Notes

Notes



340 Denson Avenue | PO Box 600 | Boaz, AL 35957
800-235-6652 | 256-593-2048 | 877-593-1675 fax
www.bpimediagroup.com

Your Complete Marketing Solution