



Transpromo Express

Leverage your existing production print stream to inexpensively and rapidly insert promotional messages to enable one-to-one marketing

With **Transpromo Express**, our clients are able to quickly and cost-effectively leverage their production print stream to merge incremental pages and insert relevant marketing messages in the existing white space.

Transpromo Express:

- Provides a rapid ROI by supporting revenue opportunities and making
- Transpromo strategies more profitable
- Eliminates the need for expensive and time-consuming upstream application re-programming or re-composition of transactional customer communications.
- Delivers flexible, fast and reliable document re-engineering, print stream conversion and process optimization
- Serves as a key component in CrawfordTech's Document Re-engineering and ADF Solutions

Transpromo Express removes the most common barriers to re-engineering and opens the way to making rapid, focused changes to the legacy applications in realistic time frames and within tight budgets. Importantly, they attain competitive edge by quickly re-engineering documents to meet rapidly changing production, marketing and legal needs.

Transpromo Express offers a straightforward method for re-engineering and manipulating of your existing print documents. This flexible application rapidly, smoothly and inexpensively integrates with your existing infrastructure to add, suppress and manipulate document attributes to achieve optimal white space management. It offers a clear-cut method to automatically add, modify, suppress and sequence pages, text fields, form fields, hyperlinks, OMR marks and keylines. Transpromo strategies are supported by adding and editing PDF form fields and text fields as well as integrating relevant external data and maximizing inserts.

Transpromo Express fits into your system architecture easily and reliably, and can run as a standalone system to add value to print streams and output the results in the same format (e.g. AFP in to AFP out). Like all CrawfordTech solutions, it works with most common print streams, including AFP, Metacode, PDF, PostScript, PCL, Line Data, and runs on a wide variety of platforms including z/OS, Solaris, Linux, HP-UX, AIX and Windows.

- To hear more about how our clients generate additional opportunities leveraging their existing print streams and infrastructure, please ask us about our **Document Re-Engineering Solutions** for supporting **Transpromo, Transforms, Batching** and **Concatenation**.

For More Information

Please contact us via email sales@crawfordtech.com or phone, or visit <http://www.crawfordtech.com> for more information on enabling Transpromo strategies by modifying, customizing and enhancing your transactional customer communication documents without re-programming the existing print applications.