

TECHNOLOGY THAT ELEVATES THE GAME OF YOUR BRAND & MARKETING RESOURCE CENTER



ENTERPRISE

Tray's eCommerce technology is built around an easy-to-use ordering workflow. Users access a branded site where user permissions dictate what they see and how it is presented. This includes business rules for customization, asset management, or approvals for title compliance, budget, etc. Integrations simplify steps from single sign-on to data imports, or order processing from integrate partner networks.

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THE ECOMMERCE MARKETING PRODUCT MADE FOR YOUR BUSINESS

Enterprise is an eCommerce product created to streamline the branding and distribution of your company's marketing materials. We focus on making commerce better for everyone, so businesses can focus on what they do best: building and selling their products. Today, merchants use our platform to manage every aspect of their business—to quickly and easily buy physical goods, customize collateral, download assets, and generate digital content.

On a micro level, this means employees, franchise managers, sales reps, local marketing staff, and more can simply log in, choose from pre-approved marketing materials, customize templates with pre-defined business rules, and order print and promotional materials—while corporate maintains control over the brand. On a macro level, Enterprise provides the built-in control you need to monitor and control access, expenditures, and usage, while maintaining brand consistency and assuring legal compliance.

We are committed to the excellence and simplicity of the core ordering features. At the same time, we regularly enhance the product with supporting functionality (such as on demand reporting or digital outputs) to provide a complete marketing solution.

Tray has offered customized marketing templates from its earliest stages. Enterprise integrates best-in-class third party tools so that you may enjoy the benefits as they continue to evolve.

We are pleased to offer a user experience with instant gratification. A field user may login, access previously entered profiles, make updates in the form fields, and see changes in a real-time preview. In-place editing directly on certain item templates offers an even more efficient approach to customization. All of this is available and configurable to ensure certain elements are locked down, and only brand-approved fonts and colors are present for selection.

Most recently, there has been a growing need for alternative outputs. Traditional PDF for print remains the norm, but we now have support for HTML email customization and distribution. In addition, a PDF may be transformed into a hosted flipbook for brochures, proposals, catalogs, and more. Solutions for advertising include resizable layouts and image outputs for digital use.

Our strategy is to remain at the forefront of this evolution, and to continue to integrate with premier providers where appropriate. All the while, we'll help you to transform your digital marketing ecosystem.

MARKETING TECHNOLOGY WITH BEST-IN-BREED EDITING CONTROLS

EMPOWER YOUR CUSTOMERS TO OBTAIN CUSTOMIZED
MARKETING CONTENT WITHIN BRAND STANDARDS
APPLIED ACROSS ANY ITEM OR DELIVERY METHOD:



BRAND MANAGEMENT ▶

NEW skin capabilities giving your customers more storefront branding options. Helps get you to revenue faster! Portals are permission based to guide feature and catalog/item access.

FULLY INTEGRATED DATA ▶

Real-time inventory, automated order processing and tracking. Now integrated to Q Distributor!

CUSTOMIZATION ▶

Best in class editor for unique content creation through templates, business rules, and asset selection. Give markers what they want with our full control tools for print and digital applications.

CONNECTED SYSTEMS ▶

Single sign-on, Punchout, API integrations (such as Salesforce.com and Silverpop), and XML transformations. Web services for access to external databases and content outside our platform.

DIGITAL DISTRIBUTION ▶

Outputs beyond print including HTML email, flipbooks. All can be distributed from our platform or downloaded. Help your client track these actions to better understand content usage.

SPENDING ACCOUNTS ▶

Predetermined budgets, user-specific or shared summary view of spend, and reload rules. Give clients the ability to manage marketing dollar spends across their entire enterprise. These can also roll-up to an easy monthly electronic statement for fast payment of your services.

ASSET LIBRARY ▶

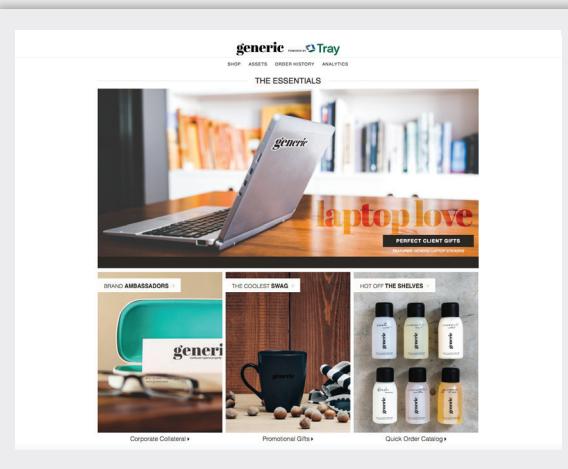
Brand new look and feel for easy user navigation. Can be used as a DAM system and supports all of the customizable templates that support the platform. All file types, unique metadata, search, reporting and permissions.

REPORTING ▶

Our newly released platform consumption dashboard to give your clients access 24/7 to their portal with real-time data on how their users access, create and consume content. Give them access to reports they need instantly. All reports can be downloaded to CSV or excel if needed.

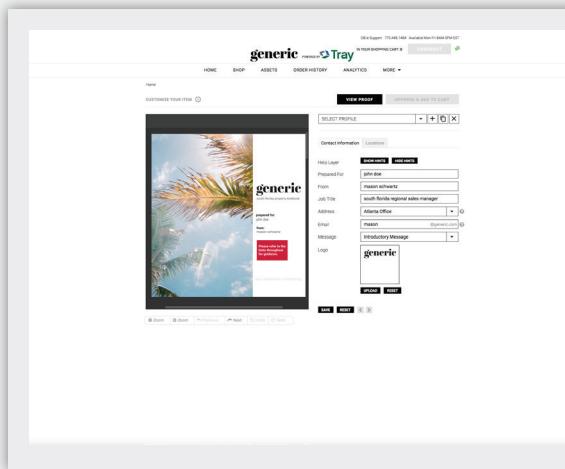
ENTERPRISE HIGHLIGHTS

Give your end users the independence they crave.



BRAND CONTROL

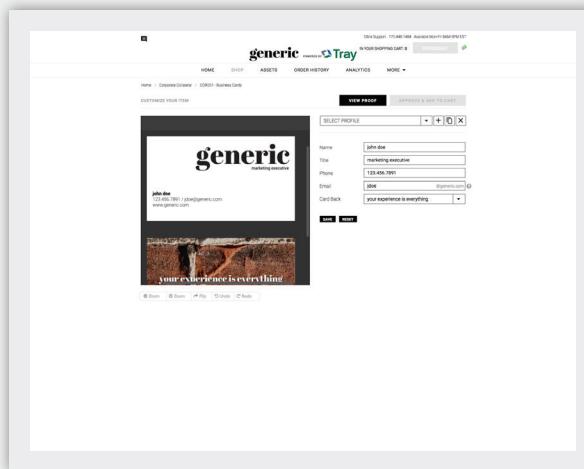
Take control of your site from the theme, all the way through to the ordering process. Put content in the hands of field users while enforcing business rules, asset management, and approval workflows.



ADVANCED EDITOR FEATURES

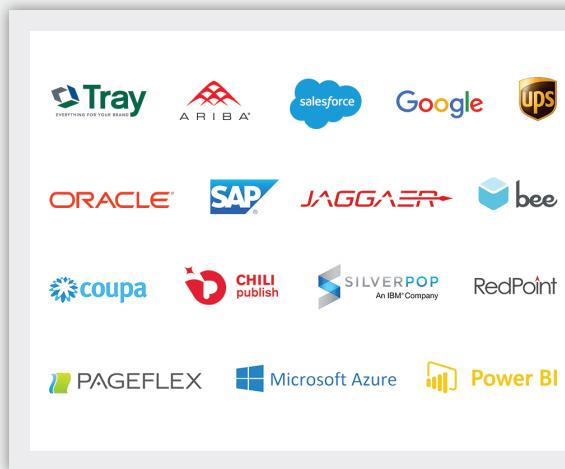
Don't settle for basic customization. Strive to give your users the best experience possible with instant preview, dynamic actions, thumbnail asset selection, and in place editing.

Define the rules and monitor the results.



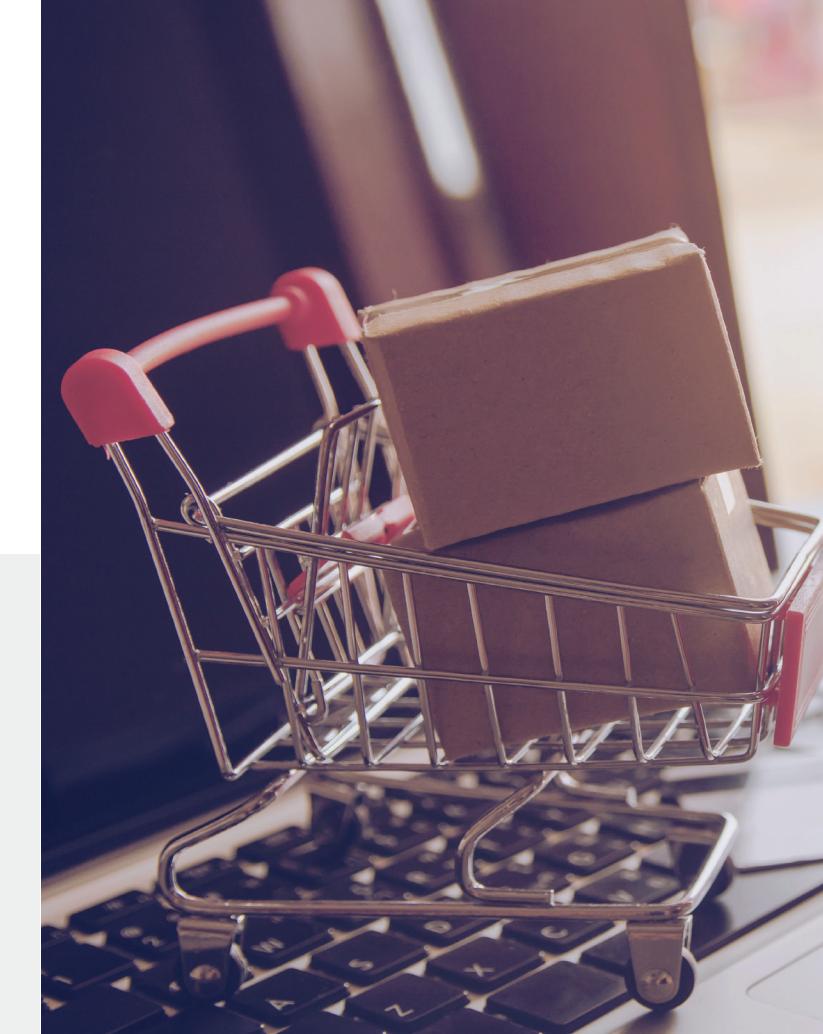
DIGITAL EDITOR CREATION + OUTPUT

Go beyond a simple PDF for print output. Give your users the latest offerings using best-in-class tools. Customize, preview, and distribute beautiful emails, flipbooks, and basic image output.

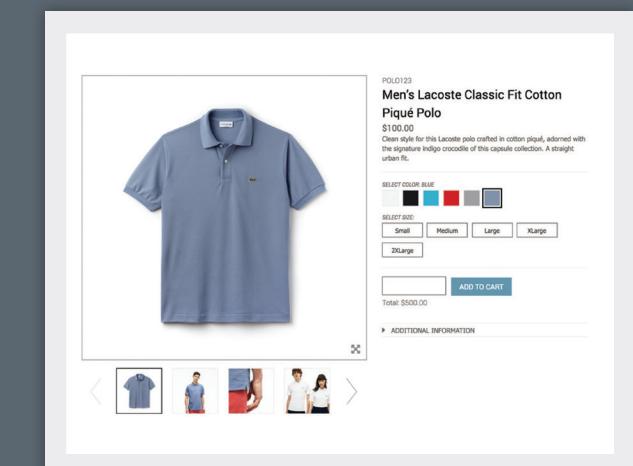


YOUR CONNECTIVITY + SYSTEMS

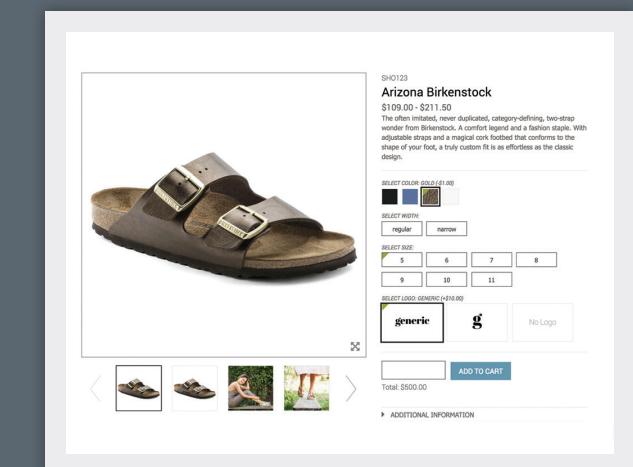
Our system integrates with premier providers so you can solidify your customer relationships through best-in-breed solutions. We constantly update our ecosystem to incorporate new technologies.



NEW PROMOTIONAL PRODUCT WORKFLOW



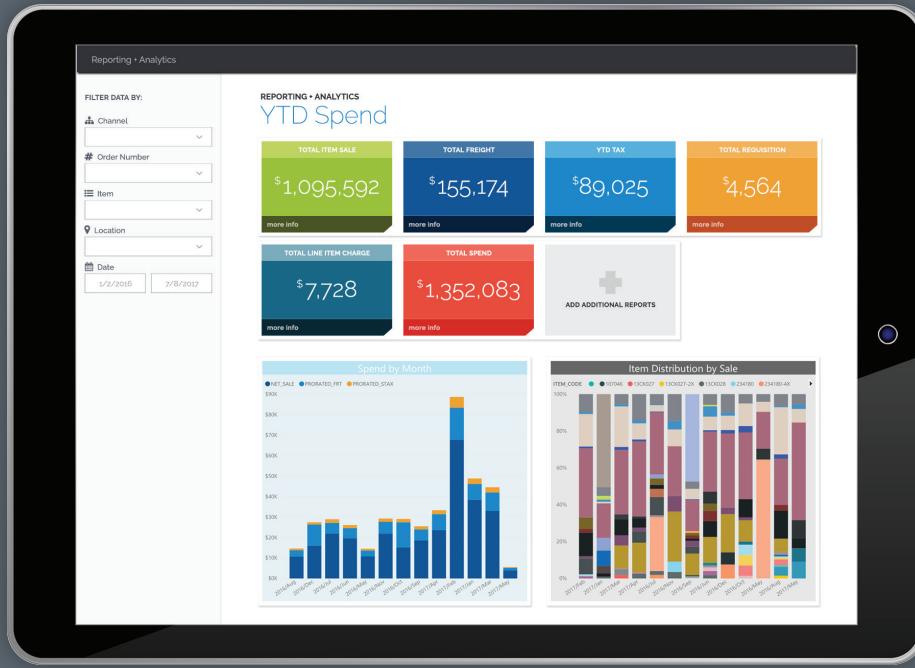
NEW BRAND STYLING OPTIONS



NEW NAVIGATION FOR DIGITAL CREATION

TRAYENTERPRISE

BUSINESS INTELLIGENCE LIKE NEVER BEFORE



GO FROM DATA TO INSIGHTS IN MINUTES.
ANY DATA, ANY WAY, ANYWHERE. AND ALL IN ONE VIEW.

On-demand reporting has been a long time need of our clients, and is now possible because of our move to Microsoft Azure. Users want current data at their fingertips at all times, and the trend has been to deliver that in convenient dashboards that provide key figures to share with stakeholders, with drill down for further details as needed. A version of Enterprise data is now replicated to a database in the Azure cloud which is accessible to Power BI. Other independent data will eventually be able to live alongside this Enterprise data for dashboards that provide insight across systems for a single consolidated view. We've begun creating the first set of usage reports constructed in PowerBI using a dashboard that showcases visualizations for total spend, order count, items ordered, and shipment summary. Each element offers the option to drill down into one or more detailed views for further analysis.