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<center>PageFlex and MindFire</center>

On March 21, 2013 from 9:00 am to 12:00 pm the class took a fieldtrip to ImageSet

Digital where they learned about the importance of PageFlex and MindFire. They are

known as marketing intelligence software. The idea is to make the job of managing and

approving the design process of a document easier. The goal is to personalize their printed

documents to fit that of their individual customers, not just the general population or

category of their customer base, so that they are able to stand out against their

competition.

PageFlex is a print service provider that provides the level of communication service

that the customer is looking for. This software allows one to offer web-to-print and brand-

management portals, cross-media and trigger-based multi-channel marketing campaigns,

customized videos, in-banner ads, variable data services, and dynamic document

composition projects. What's so good about this is that your customer can be more

involved and self-sufficient because they are now able to view, customize, order and even

automate delivery and production processes online without the need of help. This prevents

the bottlenecking effect from occurring for both sides, who can say no to a win-win?(

http://www.pageflex.com/Customers/Print-Service-Provider.aspx)

MindFireInc helps companies connect on a more personal level with their customers by allowing them to create and personalize landing pages, URLs, QR codes, SMS text messaging, e-mails, microsites, response-tracking, and more. After customizing and sending out this information to the customer, they are able to then analyze the statistics of who was responding to their efforts. If someone was not responding they can then quickly change their approach and get the correct information sent out to that person. ImageSet Digital has been partnered with MindFire since 2007 and highly approves of its service. They were able to help with the MD Anderson Children Art holiday card campaign by using MediaFire to figure out which of the organization's customers buy for business and which buy for personal. With this information they could skew their communications to the customer on the type of product they might buy. (mindfire.com/clients).

Both companies and their software seem very much the same but they are still different in style and types of services available. One thing is true is that they are taking the use of technology to a higher level and utilizing all possible ways that are available to communicate. All of what is most important to a company that wasn't always guaranteed, such as being known, and knowing they are reaching out to the right people, at the right time, with the right information is now able to be monitored and tweaked. This is a revolutionary service that is saving everyone money and most importantly, time.