

System Scope



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Digital Publishing Solution

AdSwift has developed our solution to leverage existing and ubiquitous internet protocols. We do not require any client side installation, do not distribute a compiled application, and are compatible with all Operating Systems that have standard TCP/IP connectivity. We require NO changes or adjustments to our clients' existing software and hardware. Any client-side data and/or operations are sustained using only session cookies. There is NO cost associated with implementation of our system.

AdSwift's core code resides on a hosted environment of a centralized 12-server Linux cluster, with redundant arrays in several cities, and daily tape backup of all media and databases. We use widely accepted SQL database structure, with a PHP and Java query overlay. This choice of code language has allowed us to leverage the wide range of Open Source Libraries already existing without shouldering large licensing fees as with ASP or dot-NET type solutions.

Our servers are hosted by Intéo, a well established ISP in Cambridge, Massachusetts, who maintains a robust Adaptive Cluster Environment (ACE). Intéo's enterprise-class clustered, fully redundant, serving system represents the next evolution beyond single-point-of-failure systems typically provided by "hosting" companies, ensuring that hardware and software failures won't bring our clients' services down. Intéo provides substantial internet bandwidth from Akamai and Internap backbone connectivity, far exceeding current needs and the most ambitious projections for capacity.

AdSwift, in cooperation with partner expresscopy's on-site server systems, manages media in the most commonly accepted formats. Although we have automated tools to convert a variety of formats, such as Postscript PRN files, MS Publisher PUB files, and more; we primarily operate in the standardized Adobe Acrobat PDF publishing environment. We can work with all desktop publishing software (i.e.; Quark, In Design, Illustrator, Photoshop, Freehand) that can produce PDF files. We have a large well-trained customer support center that manually reviews all files before fulfillment.

AdSwift performs periodic upgrades to our source code to improve reliability and maintain version compatibility. We perform these upgrades on a mirrored development server, and only roll in the code after extensive testing. As designed, our modular architecture allows us to add and/or swap core components as needed with NO disruption to the service. AdSwift can customize and add modules to clients' specific requests for a negotiable fee.

AdSwift's system is ready to use immediately. Our setup process for an organization is free of charge, and the technological readiness can be performed in one single week. Integration and rollout of the system for company-wide utilization usually takes less than one month, depending on the responsiveness of the client. Our GUI is extremely user friendly and requires little training, often less than an hour for an administrator, and mere minutes for a user.

AdSwift recognizes that publishing technology is a rapidly evolving industry, therefore our strategy is to avoid developing proprietary and application-based technologies that are too easily antiquated. By working within the mainstream of internet protocols, we leverage the broadest base of development tools with a minimal internal development cost. We focus on a global vision of the marketing goals and develop as is needed to meet those goals, and stay "light on our feet" in response to current technologies. We continue to leverage the expedencies derived of prior media fulfillment channels in the creation of new ones.

Content Creation

AdSwift has made substantial efforts to incorporate the content creation aspect of the marketing chain. In fact, AdSwift differentiates ourselves largely in this area, where other fulfillment companies often only pick up where creation leaves off. We have very simple upload tools and online (in-browser) templates designed to work with the most widely used file types. Our SwiftLoader™ engine automatically converts a single RGB JPEG file into all the necessary file sizes and types needed for multi-size publishing output. Submission of media into the system takes literally minutes.

AdSwift is an “open account” based system, meaning that unlimited separate accounts can be created by the administrator to manage creative content submission by in-house design departments, external advertising and public relations firms, freelance designers, or any other creating entity. These accounts serve as a method of track-ability and design review communication.

AdSwift has built a modular template system that allows varying degrees of compliance control versus end-user customization. More templates can be added with relative ease. We augment our template system with an Open Source driven real-time PDF proofing engine, allowing immediate online review of customized elements.

AdSwift also provides an online gallery of more than 30,000 commercially purchased high resolution photography and illustrations. Through a simple “caption-it-yourself” interface, our clients’ can simply choose from our gallery and suggest a creative message application. Our on-staff designers will assemble the artwork in an aesthetically appealing manner, applying company identity as required. This service typically takes less than 24 hours and is free of charge.

Beyond client-driven content requests, AdSwift offers highly creative and impactful design services at an hourly rate. Our staff designers have developed advertising for the largest companies on earth, with a respectable track record of instilling brand recognition and improving response rates.

Content Management

AdSwift provides a centralized repository for the storage and management of marketing media. Again, we currently only manage postcards for direct mail purposes, but our system is designed for expandability into other media types. Our system not only collects and stores client provided media, but individual user media as well, keeping usage and privacy rules intact for each.

Each order placed through our system by a user is stored in a date and time stamped XML file, so that the order can be reviewed and/or recreated without requiring massive storage requirements. Custom user metadata is stored in this manner as well, accessible by both the end-user and administrators of the system. The system is designed to automatically apply user metadata where applicable.

AdSwift has built a multi-level custom categorization and keyword search system that is scalable to suit any enterprise organizational requirement. Our system currently uses only single-file content and therefore does not have to identify linkages or relationships between content fragments. Searchable criteria are defined by the administrator and easily isolated by end-users through menu selection and keyword submission.

All contents can be activated or deactivated, edited and deleted. They can float in approval pending or unsubmitted (partial construction) states.

Event Handling

AdSwift's current system is designed for direct mail purposes, and is therefore by definition a 1-to-many application. We support external distribution of marketing materials from a range of 100 unique contacts to several hundred thousand per day if needed. Our internal design communication system supports both 1:1 and 1-to-all messaging.

Our current trigger data implementation is a calendar-based "drip release" scheduler that allows controlled and steady automatic mailing of marketing media. Systems are in place for mid-stream modification and/or cancellation of prescheduled distribution. All triggered releases are accompanied by automatic notification to pre-identified parties, such as administrator versus originator.

Unique to AdSwift is the ability to multi-release a single media item to consecutive targets, or to release a cohesive chain of media items to a single target base.

For lack of a better way to identify this next feature, we will call our useful "SwiftCode" subsidization tool an "event" handler. This tool allows administrators at both global and group levels to subsidize or promote marketing to any number of users. They are an ideal way for a group manager to distribute and manage marketing expense allowances. SwiftCodes can be generated with preset expiration dates and dollar amount limits. SwiftCodes can be redeemed by users instead of personal payment and will automatically redeposit the unused amounts back to the account of the originator.

Business Rules

AdSwift provides the support of Business Rules through our proprietary online template tools. Our templates were designed with key client/partners to comply with SEC and NASD restrictive considerations. While the rules are not complex for this particular postcard application, they are sufficient to satisfy the requirements of this media type.

The system Administrator(s) have ultimate control to decide and set which portions of the media are open to end-user customization without approval, and which portions must be uneditable and maintained at all times. These business rules can be applied independently to each individual media unit, and altered with extreme speed and ease by authorized entities.

These rules can also be independently set and isolated for secure access by various user roles and privileges, through the use of our unlimited sub-grouping tools. Automatic notification and triggers are in place for verification and analysis of adherence to rules. User roles/levels are automatically detected by login identification.

AdSwift has two implementations of a workflow approval tool. The first is a built-in approval system that allows the open participation of a design force to submit and hold in queue unlimited media units. These units do not go into distribution without administrative approval. A communication tool is in place for the rejection of submitted media and request for edit/resubmission. The second implementation is a simple project-based "tracker" that is useful for managing the creation of multiple campaigns within an organization. It provides a chronological web accessible scheduler and a "blog" for decision and/or bottleneck accountability.



User Interface

AdSwift takes exceptional pride in our user interface, designed by a recognized authority on UI design. It has been developed and tested over 3 years with focus groups and real world usage. Our 5-Step ordering process literally allows an end-user to place a direct mail order in less than two minutes. In most cases, the end-user learns the system with competence and ease from the very first time they use it. In addition, a very detailed and comprehensive set of help documents are provided in PDF format, to either be viewed online or printed and held in hand.

AdSwift's 5-Step ordering system is unique in its global applicability. Although it is currently functional for direct mail postcards only, the "process" itself applies to a broad range of media types. We are currently adapting the ordering interface to accommodate DDS (Dynamic Digital Signage), and can present our strategy for such upon request and nondisclosure. By conforming media types to a universal ordering interface, we increase user adoptability and greatly reduce the learning curve over time. It also allows for the "co-ordering" of combined and integrated media channels through a single ordering process.

Administrative tools are equally as user-friendly and supported by extensive documentation, as well as our toll-free customer support line.

Reporting and Logging

AdSwift has built several query tools for all account levels and types that collect and provide access to a variety of system-wide and/or localized information on an account contextual basis. We currently track information about orders such as: in queue versus sent, date sent, quantity sent, originator, list used, media used, customized content, order price, order region, cumulative campaign usage, number of unique orders, site traffic and overall volume.

Unique to AdSwift is a tool that applies a percentage-based calculator to individual media submission accounts. This is useful to apply performance-based formulas to unique groups of media or to specific media designers. This can be used for distribution of royalties or fast visual analysis of other performance criteria on a monetary basis.

In addition, AdSwift has designed queries to specifically support the decisions that marketing personnel must make, by tracking "unfulfilled demand" and comparing it to orders fulfilled. Through this methodology, and our personalized feedback communication form, a marketing designer can identify what the sales force "really" wants and will utilize effectively.

Summary

AdSwift has built this particular system to maximize the performance of postcard-based direct mail marketing within organizations. This does not mean, however, that our expertise is limited to this media type. The very same processes and considerations can be carried across multiple media types with distinct differences being addressed as needed. If you are looking for multi-channel development, please ask us about it. As evidenced by this site, we are highly capable of developing systems for other media channels if your company is interested in funding this type of project.
