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# conduit™ INTRODUCTION: EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY:

This presentation discusses the conduit™ Custom Publishing Systems by SolutionSet. It introduces the concepts underlying a custom publishing system and the current and future components of the conduit™ CPS. This introduction is followed by a case study and projections of cost reductions based on the study.

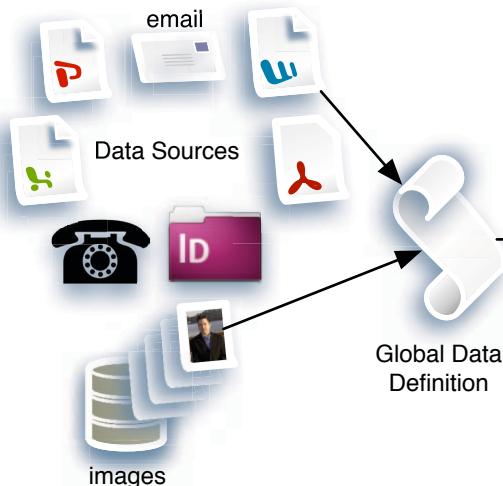
In the **CUSTOM PUBLISHING SYSTEM (CPS)** portion of the document the concept of a custom publishing system and the necessary components of such a system are explored. The conduit™ CPS is introduced as SolutionSet's approach to this technology. This is followed by an examination of the framework, methodologies and components of conduit™.

The **CASE STUDY & PROJECTIONS** section of the document opens with an example of the adidas US account at SolutionSet, it views efficiencies in output gained from account initiation to present. This examination looks at FTE/PAGE efficiencies and COP/PAGE changes, and shows a historical view of the account. Applying the same methodologies—with heavy buffers in place—the document then projects the effect of introducing the system to one account (AMEX) and extrapolates for 5-clients and 10-clients.

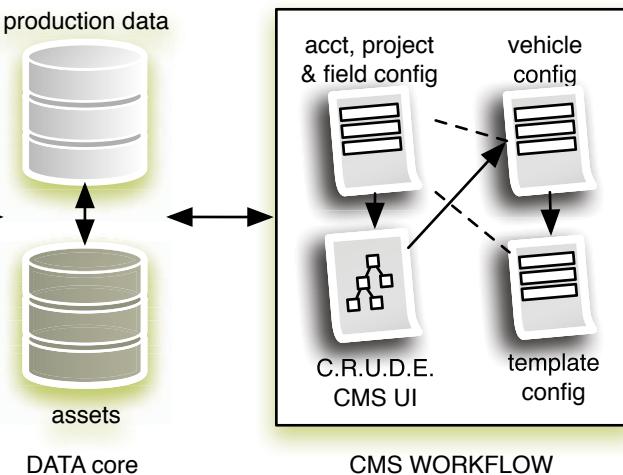
## CUSTOM PUBLISHING SYSTEM (CPS)

A custom publishing system integrates aspects of Content Management Systems (CMS), Digital Asset Management systems (DAM), and Web2Print or Dynamic Page Publishing systems. This hybrid technology supports the intake, management and output of client data through a single source data standard to multi-stream advertising and publishing vehicles.

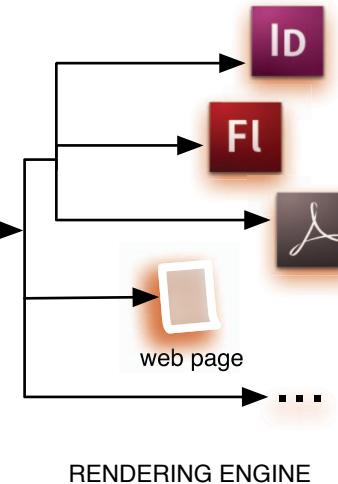
### DATA & ASSET STANDARDIZATION



### DATA & ASSET MANAGEMENT



### MULTI-STREAM OUTPUT



Taking the larger view of the Client, their product and mission, all product and marketing data are optimized and associated in order to centralize content and brand standards in a single source system supporting many vehicles.

Image, page and related files are essential aspects of any effective content management and dynamic page publishing system or process. In viewing the overall data needs of the client the groundwork for associating product data with assets is already established.

Having established an architecture representative of the Client needs, there necessarily follows a structured workflow for the management of data and assets. Various components/modules of the CPS allow the user to create, rank, update, delete and export product data (C.R.U.D.E.). Additionally image and file relationships may be updated throughout the data life-cycle.

The outcome of a single source data management solution is that the same data may then be directed to as many marketing and publishing vehicles as desired without the need to re-source data. From industry standard layout files to dynamic experiences, product and marketing data can be managed once and implemented on demand. Multi-stream output supports the varied marketing needs of the client; resulting in an increased effectiveness in the marketplace.

# conduit™

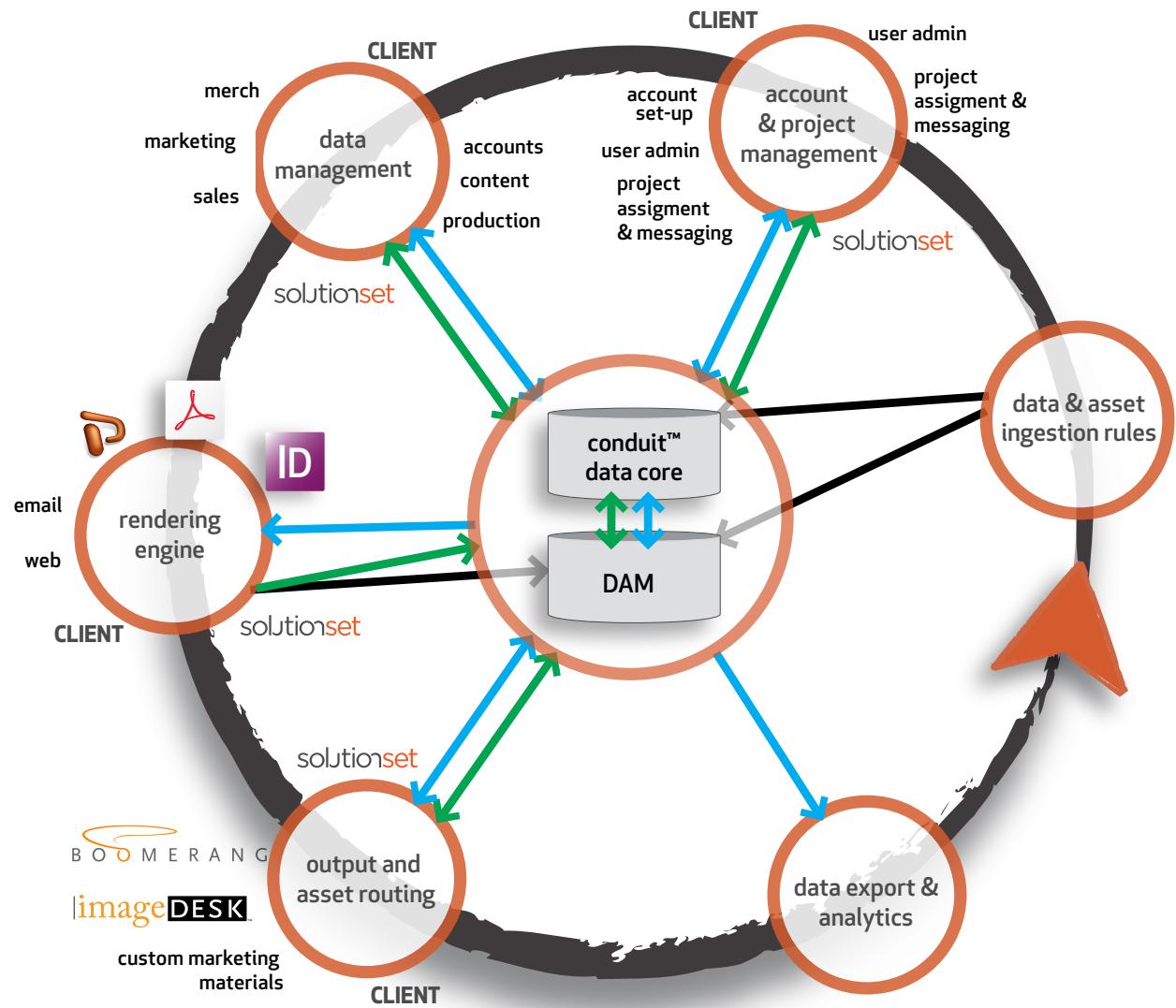
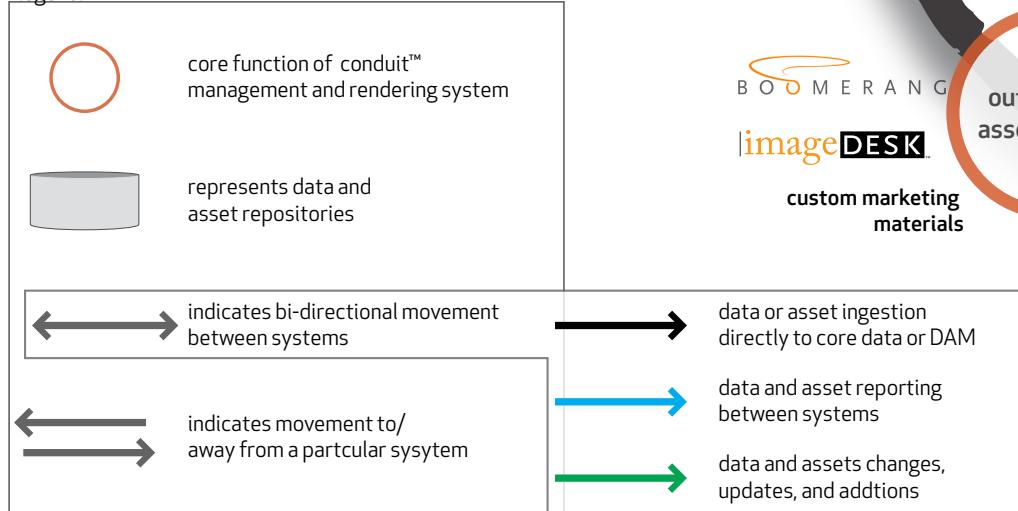
custom publishing system

conduit™ is a component based system with a common data and asset structure, making it easily extensible and capable of integration with other systems. This architecture supports a constant dialogue between every aspect of the system; updates to data appear in the page and updates on the page appear in the system\*.

conduit™ is engineered to accommodate the powerful and unique structure of the SolutionSet creative production process. This process can be broken into these core elements of operability: data & asset ingestion, account management & project management, creative development, content management, production design, output & asset routing and data export & analytics. Joining a sound process with the right technology we guarantee satisfaction when it comes to ROI.

\*full actualization of this will appear Summer '10

legend:



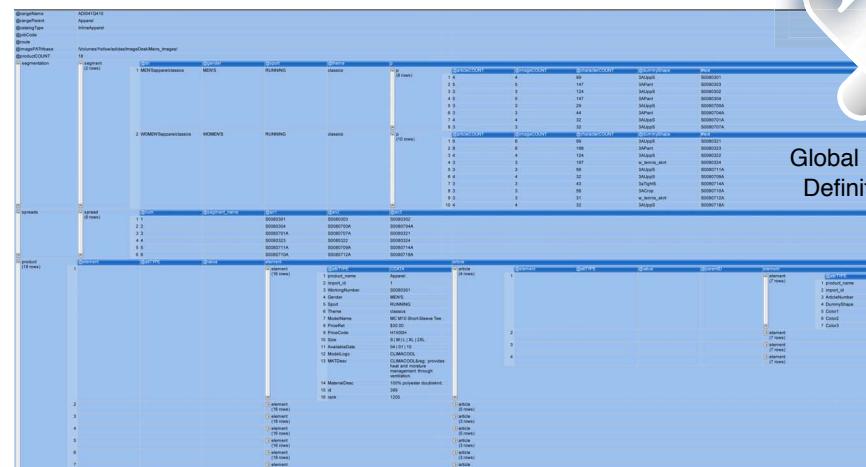
# conduit™ COMPONENT: DATA CORE

The dataCORE is itself a mySQL database designed specifically to accommodate the data storage, management and export needs of the SolutionSet creative production process. All data is received from various sources and structured to meet the conduit™ CSML standard; a standard used for the import and export of all data ensuring consistency throughout the process

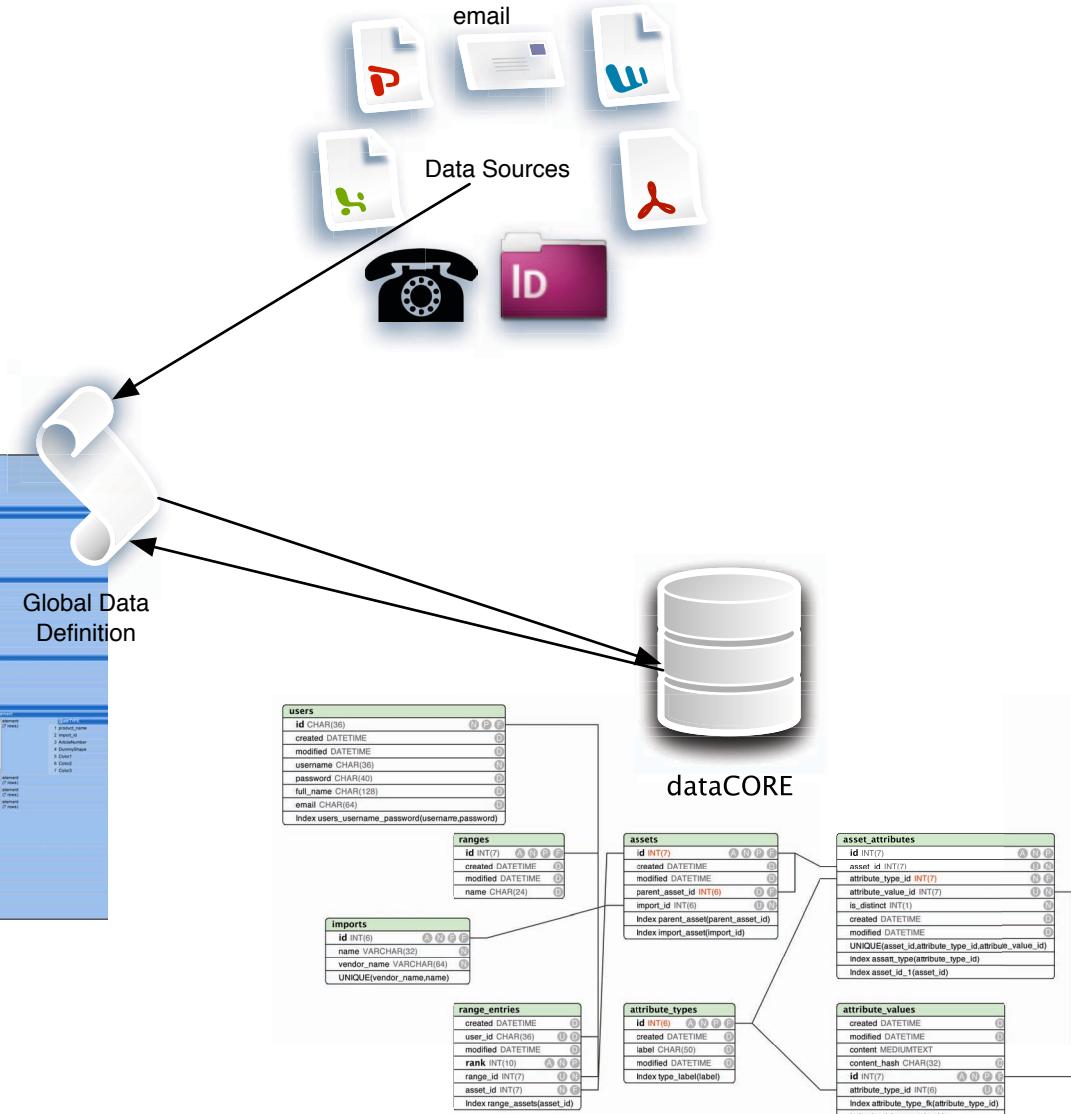
**purpose:** An agnostic database structure designed to accommodate many types of catalog data in a generalized architecture.

**components:**

**Global Data Definition (CSML)**  
**mySQL database (dataCORE)**



Global Data Definition



# conduit™ COMPONENT: CONTROL ROOM\*

The Control Room is the configuration management component of the conduit™ CPS. From the Control Room an account manager can configure new accounts and set up their workflow. Production can upload new templates, assign data attributes to templates, and create new rules governing page flow and image placement. Proof Reading can create and manage brand and style rules for each account. Each user can manage their own user info, access user preferences and view ranges of information to which they have privileges.

**purpose:** Account and Project Set up, User info and Preferences management.

## components:

### Create and modify Users

**Configure Workflow:** assign permissions to Users, define milestones, create Routing Operations Nexus (RON)

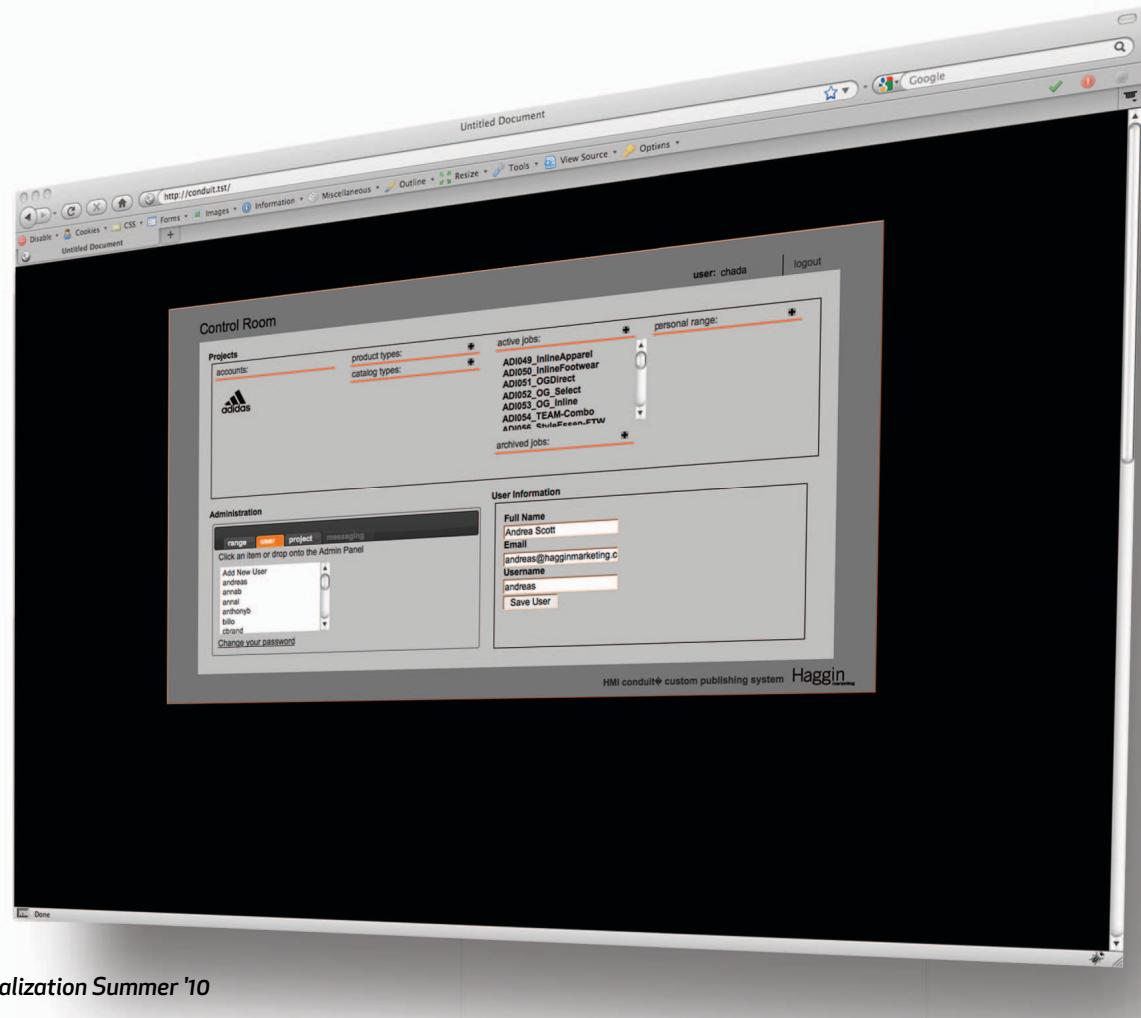
**Account Data Configuration (ADC):** Define a Global Data Structure (GDS) supportive of the client's product and mission.

**Vehicle Data Configuration (VDC):** Define a Specific Data Structure (SDS) for import and export, Segmentation Configuration (SC), Pivot Field Configuration (PFC), Meta Field Configuration (MFC), Form Layout Configuration (FLC).

**Template Configuration Modules (TCM):**

**Brand and Style Configuration (BSC):**

**User Info and Preferences (UIP):** Available accounts, Active and Archived Projects, WIP ranges, Saved Searches



\* In development with functioning prototype modules. Full actualization Summer '10

# conduit™ COMPONENT: RANGE EDITOR

The Range Editor is the workhorse of the conduit™ CPS. All interactions of the C.R.U.D.E. (create, rank, update, delete, export) CMS workflow are accessed from this component. Using common interface metaphors the user is able to easily navigate all data pertaining to a particular media vehicle, and make modifications on-screen with real-time results.

**purpose:** Create, Rank, Update, Delete, Export. Manage data and content for a Vehicle Data Configuration in a precise and easy to use interface.

## components:

### Browser

#### Segmented List Search Module (SLSM)

### Viewer

#### Product Object(s) ["Parent"]

Representation of Product information that is universally applied to a particular line of products. i.e. Studio XPS13 {ModelCode, Marketing, Base Specs, Base Price, Hero image...}. Used to represent any object with related sub-object.

#### Article Objects(s) ["Child"]

Representation of varying or specific information that modifies or enhances the Product ["Parent"] Information. i.e. {Color, Finish, Add-On Cost, Configuration code, View}

### CSML

## related components:

### RANGE CREATOR

### GLOBAL CHANGE

### RENDERING ENGINE

## component workflow dependencies:

### dependent on CONTROL ROOM:

**ADC:** account data configuration

**VDC:** vehicle data configuration



# conduit™ COMPONENT: GLOBAL CHANGE\*

The Global Change component is exactly that; it supports large scale edits in three ways. It is made up of two main components the Rules Based Action Module (RBAM) and the Log Based Action Module (LBAM). Find and Replace particular terms, phrases or mistakes easily across an entire catalog. Use pattern optimization to normalize standard data items such as price and date. Access the branding and style library to apply existing rules on the fly. And, if a mistake is made while editing use the Log Based Action Module to locate and undo what was done.

**purpose:** Apply global edits to particular values throughout a dataset. Normalize data based on Client Business Rules. Implement Branding and Style Rules from the BSC library for your client.

#### components:

Browser

**Rules Based Action Module (RBAM)**

**Log Based Action Module (LBAM)**

#### related components:

**RANGE EDITOR**

**CONTROL ROOM: BSC**

#### component workflow dependencies:

dependent on **CONTROL ROOM:**

**ADC: account data configuration**

**VDC: vehicle data configuration**

**BSC: brand and style configuration**

The screenshot shows the Conduit Global Change interface. The top window is titled 'Choose Pattern' and 'Select Rules to Apply'. It contains fields for 'With Text' and 'Insert Text', and a 'Reset' and 'Submit' button. The bottom window is titled 'Operations' and 'Preview Results'. The 'Operations' table lists several entries with columns for Date/Time, Type, and a detailed log. The 'Preview Results' table shows a single row for 'Youth' with columns for Select all, Previous Value, and Current Value.

Date/Time	Type
2009-04-15 08:07:34	Find/Replace
2009-04-15 08:00:12	Find/Replace
2009-04-15 07:52:52	Find/Replace
2009-04-12 17:52:57	Find/Replace
2008-12-19 08:10:38	Find/Replace
2008-12-19 08:09:18	Find/Replace
2008-12-18 08:27:33	Price Code
2008-12-18 07:21:11	Price Code

Select all	Previous Value	Current Value
<input type="checkbox"/>	Youth	

\* In development with functioning prototype modules. Full actualization Summer '10

# Hconduit™ COMPONENT: RANGE CREATOR

The Range Creator gives the user the ability to create new ranges of products using already managed data. Search any existing range setting conditions in the Multi-Conditional Search Module (MCSM). From the results Create a New Named Range, or Append the results to an already existing range. For common searches the conditions of the search may be saved and accessed through the Control Room.\*

**purpose:** Search existing pre-managed data to create new ranges of products or pull forward data from one range to another by appending search results

## components:

### Browser

#### Multi-Conditional Search Module (MCSM)

**Append Results to Existing Range**  
**Create a new Named Range**  
**Save Search Criteria**

### Viewer

#### Product Object(s) ["Parent"]

Representation of Product information that is universally applied to a particular line of products. i.e. Studio XPS13 {ModelCode, Marketing Base Specs, Base Price, Hero image...}. Used to represent any object with related sub-object.

#### Article Objects(s) ["Child"]

Representation of varying or specific information that modifies or enhances the Product ["Parent"] Information. i.e. {Color, Finish, Add-On Cost, Configuration code, View}

## related components:

### RANGE EDITOR

## component workflow dependencies:

### dependent on CONTROL ROOM:

**ADC: account data configuration**  
**VDC: vehicle data configuration**  
**UIP: user info and preferences**

The screenshot shows the 'HMI Conduit - Range Creator' application window. At the top, there are two search bars: the first for 'Gender' (operator 'Is Equal To', value 'MEN'S') and the second for 'Color1' (operator 'Contains b', value 'red'). Below the search bar is a list of 138 products. Each product entry includes fields for WorkingNumber, ModelName, Gender, Sport, and Theme. The products listed are: S108BM119 (Blazer Boost Short 1), S108BM120 (Blazer Boost Short 2), S108BM379 (Clima V Sleeveless), S108BM138 (Clima V Short), S108BM435 (Clima V Jacket), S108BM223 (Clima V Pant), F9BBM308 (No Sweat Tank), S108BM313US (US Reversible Jersey), S108BM130US (US Reversible Short), F9BBM364 (Team Lightspeed Jersey), and F9BBM172 (Team Lightspeed Short). Each product entry has a set of icons for managing the range: a green plus sign (+), a red minus sign (-), a green checkmark (✓), and a three-dot menu icon.

\* In development with functioning prototype modules. Full actualization Summer '10

# conduit™ COMPONENT: RENDERING ENGINE

The Rendering Engine is the multi-stream output component of the conduit™ CPS. Using the Global Data Definition (CSML) production data is translated into a number of output formats. The IDML output path in particular supports a bi-directional relationship between conduit™ and InDesign.\*

## conduit™ range info

### cSML

(conduit Standard Markup Language)

Specialized subset of XML optimized to support the creation of multi-channel media items within conduit™.

### cSTL

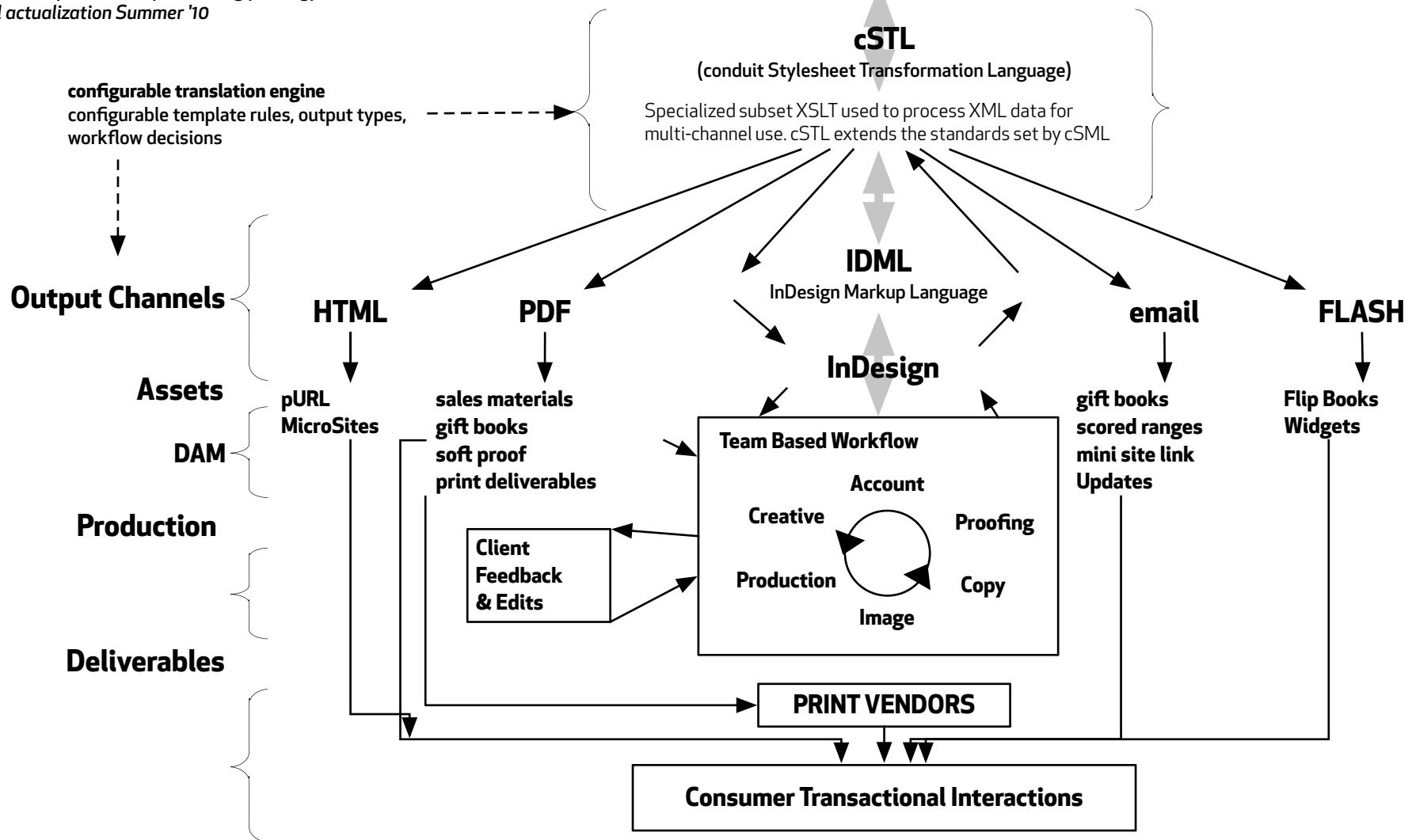
(conduit Stylesheet Transformation Language)

Specialized subset XSLT used to process XML data for multi-channel use. cSTL extends the standards set by cSML

### IDML

InDesign Markup Language

\* In development with functioning prototype modules.  
Full actualization Summer '10



# conduit™ COMPONENT: BOOK MAP\*

The BOOK MAP component is a media planning and pagination tool. Taking advantage of the conduit™ CPS to manage content and add products, the application is extended—putting the power to plan media outputs based on managed assets and preconfigured templates in the hands of the client. The result is the delivery of pre-populated templates, based on client planning, delivered to vendors for further creative development and production.

**conduit™ range info**  
**BOOK MAP**

**PRODUCT LIBRARY**

{droppable}

**PAGE MAP**

{dbl click & edit}

27,000 points #B295      50,000 points #B219      70,000 points #LX22

25,000 points #LX26      6,800 points      15,500 points #LX27

22 SHOP THE CATALOG ONLINE | MEMBERSHIPREWARDS.COM/SPRING

{draggable}

**Page Attributes**

Attributes	Values
Account	AMEX
Project Code	AMX009Q4
Project Type	Catalog
Catlog Type	MERCH
Category Type	HOME
Product Type	Cooking Ess
Page #	23

**Current Products on Page**

-	SKU	Name
<input type="checkbox"/>	XXXXXX	ACME

delete page update

**Page Attributes**

Attributes	Values
Account	AMEX
Project Code	AMX009Q4

\*concept wireframe, this only outlines the components and functions, and is not representative of actual UI

# conduit™ CASE STUDY: SolutionSet and adidas US

SolutionSet's Yellow Team supports the Business-to-Business content management and catalog production for adidas US sales and marketing. This is a representation of baseline output averages compared to Full Time Employee needs as a measure of efficiency. This baseline is then compared to the average output to FTE relationships in two quarters where the same team managed the production of Custom Catalogs sourced from pre-managed baseline data.

<b>Vehicle</b>	<b>Annual Page Count</b>	<b>AVG quarterly Count</b>	<b>AVG monthly Count</b>	<b>AVG Daily Page Count</b>
inline APP	2000	500	167	7.69
inline FTW	880	220	73	3.38
Orig Inline	240	60	20	0.92
Orig Direct	80	20	7	0.31
Orig Select	120	30	10	0.46
Team Combo	270	68	23	1.04
Soc Specialty	400	100	33	1.54
Run Specialty	200	50	17	0.77
MLS Catalog	180	45	15	0.69
<i>total Standard Page Count</i>	<i>4370.00</i>	<i>1092.50</i>	<i>364.17</i>	<i>16.81</i>

## **Q110 additional pages**

<i>62 custom catalogs @ ~70pages</i>	<i>4340.00</i>	<i>1446.67</i>	<i>72.33</i>
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## **Q210 additional pages**

<i>33 custom catalogs @ ~70pages</i>	<i>2310.00</i>	<i>770.00</i>	<i>38.50</i>
<i>avg additional pages</i>	<i>3325.00</i>	<i>1108.33</i>	<i>55.42</i>

<b>Position</b>	<b>Peak</b>	<b>Off Peak</b>	<b>Standard AVG FTE</b>	<b>Q1-Q210 additional FTE</b>
Account Management	1.50	1.50	1.50	1.00
Content Management	1.50	1.50	1.50	0.00
Proof reading	3.50	0.00	1.75	0.00
Production	3.50	2.00	2.25	1.50
Image Manager	0.80	0.80	0.80	0.00
<i>total FTE</i>	<i>10.80</i>	<i>5.80</i>	<i>7.80</i>	<i>2.50</i>

	<b>Annual Page Count/FTE</b>	<b>Quarterly Page Count/FTE</b>	<b>Monthly Page Count/FTE</b>	<b>Daily Page Count/FTE</b>
<b>Standard Page Counts/FTE</b>	560.26	140.06	46.69	2.15
<b>Additional Page Counts/additional FTE</b>	N/A	1330.00	578.67	22.17
<b>% Increase of Efficiency/additional FTE</b>	N/A	949.57%	1239.43%	1028.70%

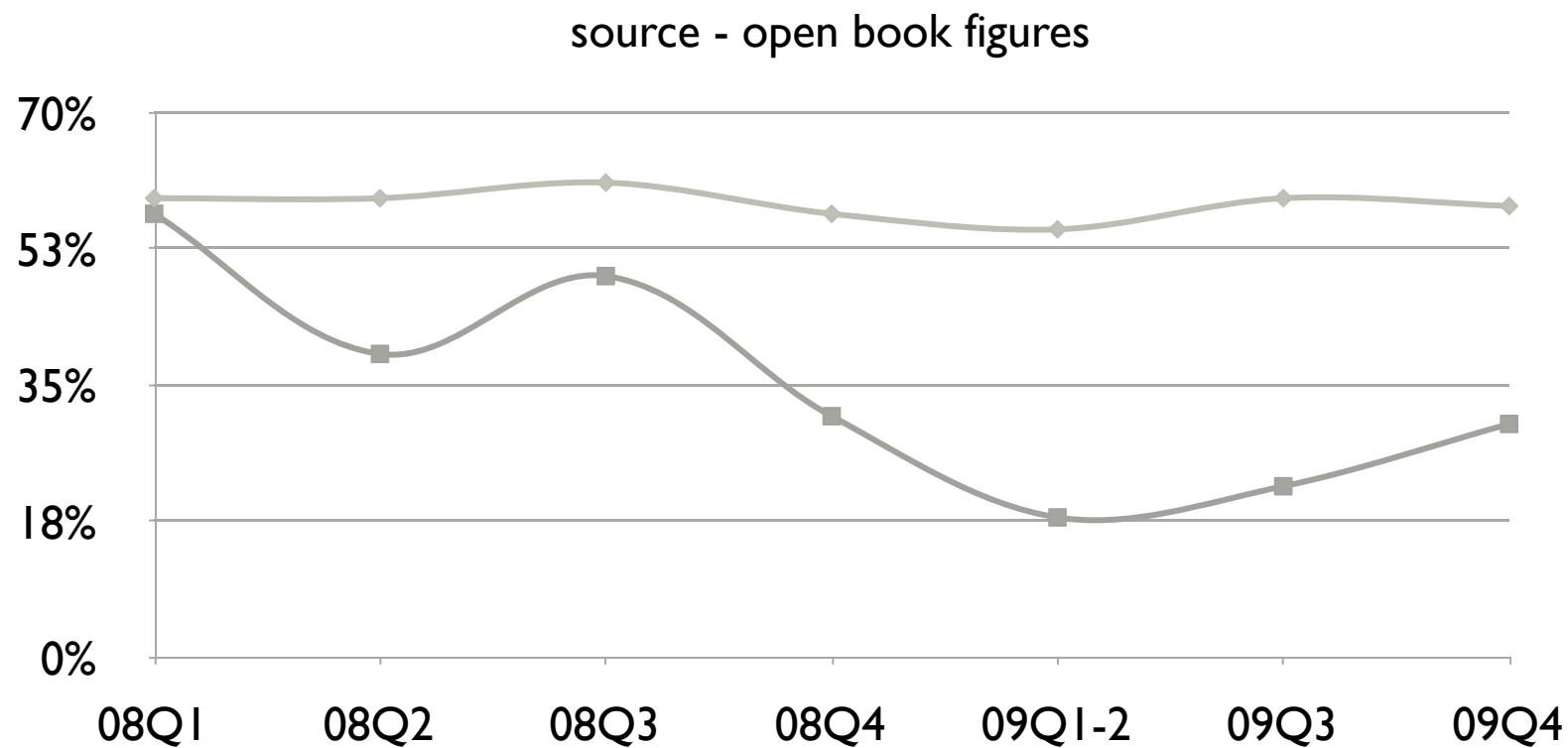
## conduit™ CASE STUDY: Comparison of Beginning to Peak Production for adidas US

SolutionSet's Yellow Team in the first Quarter of production saw a cost per page ~\$90, in the Peak Production quarter for the adidas US account the cost per page was reduced to ~\$20. [COP / Number of pages]

	Q407	Q1/Q2 09
Number Of Pages	900	3208
Total Cost	\$85,925	\$66,000
Cost Per Page	\$95	\$20
Cost Difference Per Page	N/A	\$75
Total Cost Reduction	N/A	\$238,760

## conduit™ CASE STUDY: Historical view of COP for adidas

The historical view of the adidas US account, shows an consistent mean reduction in the COP for the account. The greatest variances are seen in Quarter where page counts increased significantly showing the benefit of using managed content for multiple vehicles.



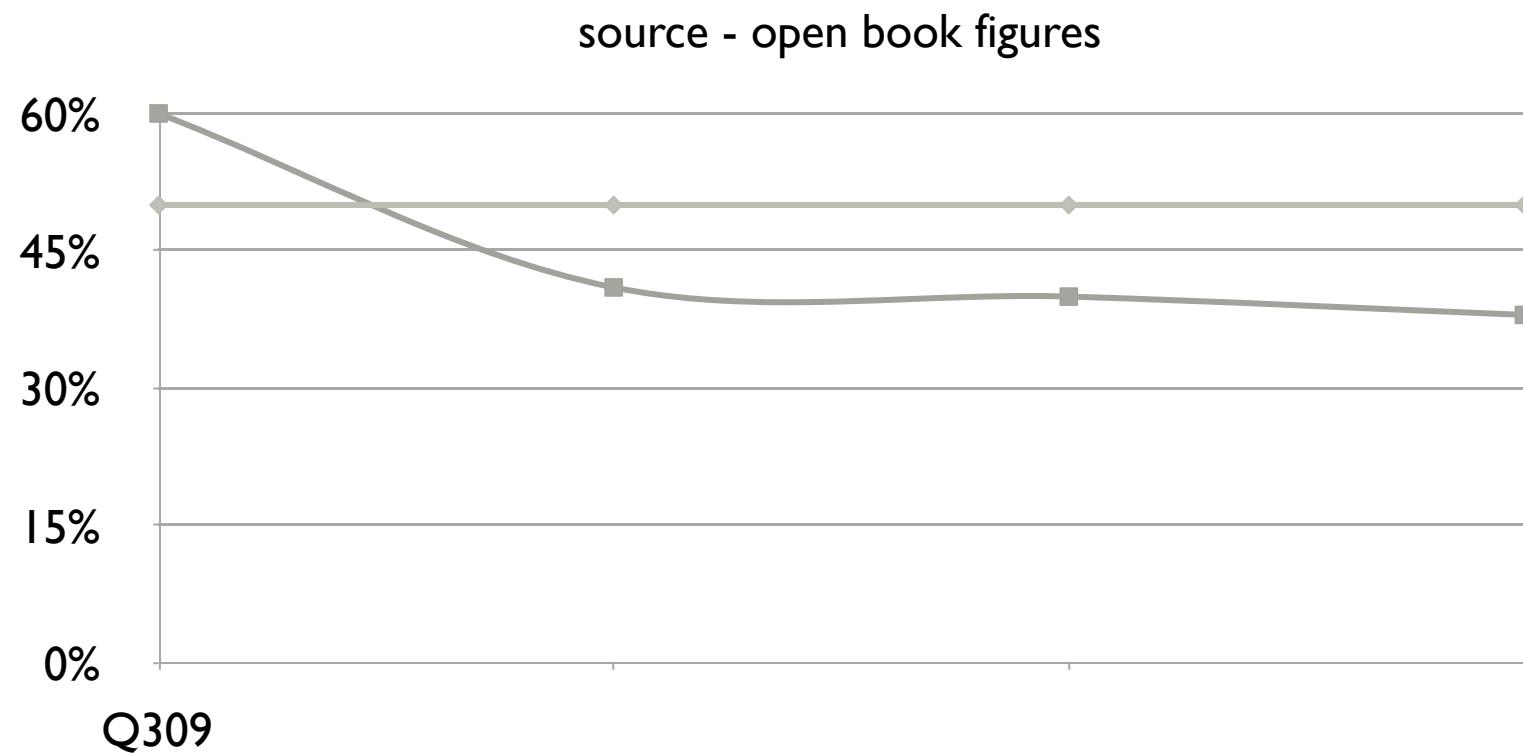
## **conduit™ PROJECTIONS: AMEX and conduit™ projections**

Using the same methodology of examination and assuming 30% (versus 475% for adidas) overall decrease in COP due to specific differences in creative for the AMEX account.

	<b>Current Numbers</b>	<b>projected △ w/ conduit™</b>
Number Of Pages	320	320
Total Cost	\$223,000	\$147000
Cost Per Page	\$696	\$460 (assuming 30% change)
Cost Difference Per Page	N/A	\$236
Total Cost Reduction	N/A	\$76000

## conduit™ PROJECTIONS: Future View of COP for AMEX using conduit™

Following our projection on the previous slide, the overall effect to COP for AMEX over time.



## conduit™ PROJECTIONS: 5-Client projections

Using the same methodology of examination and assuming 30% (versus 475% for adidas) overall decrease in COP due to specific differences in creative for 5 SolutionSet accounts.

	Before Conduit	projected Δ w/ conduit™
Number Of Pages	4000	4000
Total Cost	\$1.6 million	\$1 million
Cost Per Page	\$400	\$264 (assuming 30% change)
Cost Difference Per Page	N/A	\$136
Total Cost Reduction	N/A	\$600,000

## **conduit™ PROJECTIONS: 10-Client projections**

Using the same methodology of examination and assuming 30% (versus 475% for adidas) overall decrease in COP due to specific differences in creative for 10 SolutionSet accounts.

	<b>Before Conduit</b>	<b>projected △ w/ conduit™</b>
Number Of Pages	8000	8000
Total Cost	\$3.2 million	\$2 million
Cost Per Page	\$400	\$264 (assuming 30% change)
Cost Difference Per Page	N/A	\$136
Total Cost Reduction	N/A	\$1.2 million