





PRIME ▲

Get Even More From Cardinal Mark with Prime.

As a Cardinal Mark customer, you're automatically eligible for Cardinal Mark Prime, a unique benefit that provides ongoing access to Cardinal Mark's most popular products. Best of all, as our portfolio grows your access to new solutions and products grows with it. Cardinal Mark Prime is an exclusive benefit that can provide substantial savings and a competitive edge across your enterprise.

▼ WHY WE OFFER PRIME

First and foremost, it's a tangible "thank you" for your business, which works to strengthen our relationship and improve the return on your Cardinal Mark investment. With our commitment to 100% Customer Success, the proven offerings available in Prime can help other parts of your organization achieve cost-savings and strengthen your business.

▼ HOW IT WORKS

As a Cardinal Mark subscription or maintenance customer, you're already eligible for Cardinal Mark Prime. With Standard Support, you have access to one Prime product and with Platinum Support you have unlimited access to Prime. As a result, you can enjoy licenses for the Standard Editions of Cardinal Mark's most popular enterprise products. What's more, Standard Support is also included for all products added via Prime, and you have the option to upgrade to Platinum level support for an additional fee.

Based on the amount you spend today with Cardinal Mark, you can select products from our solution library outside of your core product. If you want more of a product than your current subscription covers, you can simply pay the difference.

▼ AS CARDINAL MARK GROWS, SO WILL PRIME

Cardinal Mark continues to add new products through targeted acquisitions of leading enterprise software companies. Our growth strategy increases the value of Prime to your business over time.

▼ HOW TO GET STARTED

To learn more and find out if our Prime software products makes sense for other areas of your business, just connect with your primary Cardinal Mark contact, or reach us at success@cardinal-mark.com.



** Technical support provided at Standard level or the level included in customer's existing maintenance contract.*

What's Included in Your Cardinal Mark Prime Membership?

The Cardinal Mark Prime program includes Standard Editions of our popular products, complete with Standard Support. If desired, in the future you can upgrade to optional Enterprise Editions and Platinum Support easily and affordably.

The current catalog of Cardinal Mark Prime solutions includes:

▲ **CARDINAL MARK DIGITAL PUBLISHING**

Our cloud-based Digital Publishing platform ensures that digital content is transformed and optimized for online audiences. Our technology is designed to automatically transform your print-first content into rich, interactive online content that can be delivered to your audience through multiple channels. Our products enable you to grow your audience by opening new digital channels and grow revenue by creating new strategies for monetization and engagement. The Cardinal Mark Digital Publishing Solution includes the following products customers can select from:

- ◆ **Dynamic Newsstand** - Transform your print publication into live and engaging premium digital content by displaying live story updates, more breaking news, video and image galleries, interactive content such as live crosswords, all while never having your readers leave your site.
- ◆ **Cross Media Newsstand** - An integrated and easy-to-deploy product, for delivering all of a publishers internal and external content, print, digital and social content, with a single easy-to-use mobile app.
- ◆ **Digital Archives** - Convert, preserve, and protect your historical microfilm, print, and electronic content so your audience can access and view from any platform and any location.
- ◆ **Active Tearsheets** - Save money and serve your customers better by distributing tearsheets -- proof of an ad's insertion and appearance – digitally.

Switch from Cost Center to Profit Center with Cardinal Mark Digital Publishing Products

▲ **CARDINAL MARK AUDIENCE MANAGEMENT**

Designed specifically for B2B publication and events management firms, we leverage our integrated Marketing Automation and Customer Data Platform to drive marketing ROI by helping you manage and grow your audience to maximize engagement. The Cardinal Mark Audience Management Solution includes the following products customers can select from:

- ◆ **Unified Audience Database** - Our product provides a single view of all audience/subscriber information, removing the silos and data disconnects, to give you a holistic view of your customer.
- ◆ **Email Marketing** - Segmenting, targeting, and engaging your audience members to generate increased revenues is no longer a challenge. By effectively using our audience intelligence to deliver targeted, high-quality content our product can help you maximize every email marketing campaign.
- ◆ **Audience Management** - This robust circulation interface allows users the ability to manage their circulation files, right at their very own fingertips.

Use Data, Not your Gut, to Build your Business with The Cardinal Mark Audience Management Solution

▲ **CARDINAL MARK CUSTOMER EXPERIENCE**

Give customers a quick and easy way to share their feedback with your business, bridging the gap between your company's brand promise and the actual experience delivered by employees. The Cardinal Mark Customer Experience Solution includes the following products customers can select from:

- ◆ **Voice of Customer** - Every customer has the right to be heard. Capture the voice of your customer on any device, in any language, at every touchpoint. Automatic analysis and reporting connect customer insight with every part of your business. With direct access to feedback and insights from customers, the frontline becomes more engaged, and team leads gain immediate opportunities for training and coaching based on the Voice of the Customer.
- ◆ **Voice of Employee** - Your employees live the reality of your business every day. Empower and engage them by giving them a voice. Capture feedback and ideas, measure engagement and satisfaction and constantly learn from your most important resource you have - your employees.
- ◆ **Listening Lab** - A self-serve interface that empowers users to create and deploy ad hoc surveys in minutes, creating quick-fire tests and rapidly measuring results within their enterprise CEM program. Listening Lab extends surveys beyond the Customer Experience team to now involve departments such as Product Development, Market Research, Marketing, and HR to act on insights from customer feedback.

Be the Most Trusted and Loved Brand in your Industry with The Cardinal Mark Customer Experience Solution

▲ **CARDINAL MARK FINANCIAL MANAGEMENT**

We help capital markets increase revenue and operational efficiency. Our trade operations platform helps manage billing, payments, compensation, positions, and client commission agreements across asset classes, including equities, futures, options, foreign exchange, and fixed income. The Cardinal Mark Customer Financial Management Solution includes the following products customers can select from:

- ◆ **Billing & Revenue Management** - Have daily visibility into revenue streams and shorten the billing cycle, resulting in improved transparency, more satisfied customers, and faster payments.
- ◆ **Profit/Expense Analysis** - Our software offers in-depth analytics to drive better decision-making, leading to increased profitability. This includes the ability to verify monthly execution invoices and other features, down to measuring effectiveness of a specific region, desk or even trader, and the profitability of each client.
- ◆ **CSA/Soft Dollar Program** - Our product automates accounting processes for soft dollar programs, payment requests and payment reporting. Transparency enhances customer satisfaction and improves loyalties.
- ◆ **Compliance** - Our product provides daily online coordination and review of trading regulatory activity to ensure firms are meeting growing requirements, as well as tracks and manages trades and creates an audit trail to reduce firm risk.

Maximize your Trading Profits with The Cardinal Mark Financial Management Solution

▲ **CARDINAL MARK RETAIL**

We offer merchandise planning, forecasting and inventory management products designed to increase sales and profitability. We have helped thousands of retailers in the United States and Canada, including regular and discount, specialty stores, department stores, franchises and college bookstores. The Cardinal Mark Retail Solution includes the following product customers can select from:

- ◆ **Merchandise Planning** - Carrying just the right amount of merchandise at the right time is key. Profits are maximized when the amount of inventory stocked matches customer demand. Our product provides retail intelligence and analysis—so you know precisely what steps you must take to achieve your goals.

Improve Business Performance and Save Money with The Cardinal Mark Retail Solution

You'll Save a Fortune So You Can Invest in New Ideas

▶ INVEST WHERE YOU COULDN'T BEFORE

Constrained by budgets? With Cardinal Mark Prime products, you can move forward with that program you always wanted to pursue - today. Cardinal Mark Prime lets you expand outside of your core product with new ideas and initiatives by reducing software costs.

▶ REPLACE EXPENSIVE SOFTWARE FOR MASSIVE COST SAVINGS

Replace costly products with proven Cardinal Mark Prime equivalents and enjoy substantial cost savings. Cardinal mark Prime helps you reduce spending without sacrificing quality. Be a budget hero and help your company save.

▶ TIME IS MONEY - HELP YOUR ORGANIZATION LEARN MORE AND GET STARTED NOW

The sooner you get started, the greater the benefits. To learn more and see whether Prime access makes sense for other areas of your business, connect with your primary Cardinal Mark contact, or reach us at success@cardinal-mark.com.

