

Direct Mail and Fulfillment Services

Complete, end-to-end direct mail and fulfillment services are included in the array of information management offerings by Oscar Robertson Solutions (ORS). When your firm requires the highest level of quality delivered by seasoned professionals in a cost effective, time efficient manner, call on ORS.

Through our partners, you can expect expertise in every area of direct mail and fulfillment services, coverage of the entire United States and the use of the latest technology and resources to get your project completed. ORS will ensure the final product meets and often exceeds your expectations.

From results-driven creative, to print, variable imaging management, bindery and mailing services, your direct mail projects will be on time and on budget.

When it comes to utilizing the latest, most advanced technology to facilitate your project, ORS partners are prepared. Whether it's the latest in database services, printing, lasering or assembly, ORS can handle any project with the speed that you need and the security you expect.

Direct Mail Services

Offering complete, end-to-end management of your specific direct marketing needs.

- Creative services located in-house to handle all design and copywriting issues.
- One-color to eight-color web printing with complete prepress facilities
- Database services including variable imaging management and personalization
- Extensive bindery services including labeling, card affixing, and inserting
- Presort services with our multi-tiered sorting technology, capturing more postage discounts while improving mail qualification, lowering costs and enhancing deliverability.

Fulfillment Services

- Program Management and Consulting
- eFulfillment—Website development and management, payment processing, online order and shipping confirmation, customized shopping carts, web-based reporting, returns processing
- Sales Force Automation and Support
- Warehousing and Distribution
- Call Center Services—24/7 Inbound and Outbound
- Full color Print-on-Demand

Complete details including services, technology and equipment as well as examples of the work are available upon request.



One Greentree Center
Suite 201
Marlton, NJ 08053
856-988-5530
Fax: 856-810-0127
orsolutions@amexcenters.com

Enterprise-wide Document Management and Administration

Oscar Robertson Document Management Solutions are scaled to meet each corporation's needs. From copier replacement throughout an organization to centralized reproduction centers, networked digital copiers and other means of consolidating processes, Oscar Robertson Solutions can ratchet down costs in enterprise-wide solutions.

Oscar Robertson Solutions (ORS) architects begin by completing a comprehensive assessment of your corporation's current document management environment, analysis of corporate concerns and future expectations and crafting a unique solution scaled to meet your organization's needs. ORS' significant expertise in facilities management, document and knowledge management enables us to build a cost effective strategy that provides your organization with the highest quality document management processes.

Full service document management includes an analysis of current practices, the design of new processes, ongoing administration, management and support. When you outsource document management to ORS, you can expect to relinquish the headaches involved in this critical part of your firm's operations while saving budget dollars.

As the solutions architect for document management needs, ORS offers corporations the opportunity to utilize fewer vendors, address the convergence of multiple document processes and the flexibility to react quickly to changing document needs. ORS is vendor independent, ensuring that optimal document management solutions are developed and implemented for each client's specific needs.

ORS Document Management Services may consist of all or some of the following services:

- Consulting services including document management strategies and tactical solutions
- Provision of copiers, printers, facsimile machines, multi-function units and other equipment
- Equipment maintenance such as service, supplies and operation
- Competitive and discounted pricing on equipment and consumables
- On and off-site troubleshooting and management of services such as document copying and printing, forms management, just-in-time document creation and distribution management
- Copy and report management
- Project management of document-related tasks including imaging and migration services
- A Customer Service Help Desk function ready to answer your employees' questions whenever they have them
- Regular management reporting and customized invoicing including Electronic Data Interchange (EDI)



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Imaging and Communication

The Internet has opened up amazing opportunities to allow communication, information distribution and commerce to occur at the touch of a key or a movement and click of the mouse. Documents received in Topeka can be reviewed moments later in Tokyo. A letter dictated in Brussels can be transcribed in Bethesda, updating a client diary maintained in Baltimore! We can give you and your employees the ability to conduct business securely from anywhere.

Oscar Robertson Solutions (ORS) Intrinsic Imaging uses readily available tools in both the Linux and Microsoft environments, to facilitate the standardized interaction of human, informational, or mechanical resources disbursed across the Globe. Corporate management and support staff no longer must share the same physical office space. With the Internet, a virtual work environment has become a comfortable, secure, working reality for all organizations.

There is no challenge within the processing and delivery of data, documents and other forms of information that cannot be effectively solved by ORS. Specific services are listed below in some detail with more information on each service available upon request.

The Services

Security including one or more of the following:

- Firewalling
- Virus Scanning
- Port Monitoring (SNORT)
- VPN
- Replication
- Disaster Recovery

Communications including:

- Email Processes
- Interactive Notifications
- Alerts and Alarms
- Reminders
- Broadcasts
- VOIP (Voice over IP)
- Fax

Document Management processing including:

- Imaging
- Verification
- Centralized Storage
- Indexing
- Remote Access
- Access Logging
- Version Control

Data Distribution/Storage

- Remote Data Entry
- Centralized Form Completion
- Reports and Statistics
- Data Conversion/Normalization

Imaging Services from 35mm Slides to Overheads

There are occasions when corporate executives are using multimedia for presentations other than those involving computer equipment or Internet hook-up. ORS can support these needs as well offering:

- Production of 35mm slides from a variety of sources including PowerPoint presentations
- High volume duplication and careful collation of slides
- Corrective digital photo manipulation and scanning
- Ability to work with PC and Mac files



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Mail Center and Courier Management

Many operations critical to the smooth functioning of a firm may not be part of its core business. The mail center is one of them. If it isn't efficient, the mail center may cost organizations dearly in terms of time, money and client/customer satisfaction. It is also a department that often grows as the corporation expands, sometimes without significant planning or forethought. Consequently, equipment and overall systems may be archaic and need replacing; mail center locations may not be the most convenient or practical and staffing may be inadequate.

The mail center has become a complex operation, using a wide range of equipment and technologies as well as a variety of transportation methods. In order to construct the most cost effective, time-efficient operation, it takes analysis and planning.

Oscar Robertson Solutions (ORS) will assess your mail center functioning, make recommendations to effect better results and, when a corporate decision is made to outsource the entire process, will manage your corporate mail center and transportation services. ORS makes certain your clients' expectations are not only met, but are exceeded.

Services include:

- Analysis of current mail center functions with recommendations for the location of services, appropriate equipment and technology
- Implementation of state-of-the-art systems with an accompanying structure of strict performance standards
- Inclusion of department/division chargebacks for tight budget control
- Strategic management of all mailing services including the United States Postal Service, all air express, package, mail delivery and courier services
- Management and direct supervision of mail center staff at all locations
- Training of mail center staff on all equipment and processes
- Development of just-in-time delivery plan
- Provision of bonded and insured courier services for critical equipment, document and package delivery on a same day basis



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Marketing Communications

The latest techniques for communicating critical information and promotional content are yours with Oscar Robertson Solutions (ORS). From traditional marketing such as advertising, brochures, publications and sales promotion to interactive campaigns, laptop computer presentations to full audio-visual services, from website design and hosting to using CDs in sales promotion, ORS partners can meet your corporation's needs.

Advertising, Sales Promotion and Publications

Offering project management, copywriting and design, ORS partners, with their collective wealth of experience in marketing communications, will develop the concept based on your corporate marketing strategies, create the copy and craft the design that best provides the unique marketing solutions your corporation requires.

Within the constantly evolving climate of business, there are always new marketing tools emerging. Below are some of the latest marketing solutions provided by ORS to meet your promotional needs. If there's something you need that isn't listed here, just ask.

CD-ROM

Interactive, mini, odd-shaped and full-size compact discs (CDs) provide a powerful way to share important information regarding an organization's products and services. Multimedia CDs provide many benefits including:

- The promotion of a corporation's brand
- Provision of product or services details
- Ease of use as compared with a bulky brochure or catalog
- A significant bulk mail cost saving when replacing a comprehensive brochure
- CD mailers that fold out to wallet size, offering another opportunity for printed, promotional information
- One-to-one marketing opportunities with tie-ins to interactive elements on a corporate or e-commerce website, providing the ability to make immediate purchases with a click of the mouse

ORS partners develop CDs that include everything from colorful graphics, photos and text to animation and video. Even if you can't physically meet with a prospective client, you still have the ability to speak directly to that person.

Some executives are handing CDs out instead of, or sometimes in addition to, their business cards. Some corporations are using the CD in lieu of glossy brochures; others use it as an added value to their sales brochure, perhaps with a bit of a training video or informative talk included. Other uses include event marketing, direct marketing, new product launches and special occasion greetings.

Special Events

With special events often comes the demand for corporate exhibit upgrades or replacement and new posters or banners. There are also needs for special corporate promotional giveaway items that support and extend the corporate brand. ORS fills these needs as well. With complete planning and production services, ORS takes your exhibit and event headaches off your hands.



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Web Site Design and Hosting

It's no longer enough for a company to specialize in one aspect of web site design and development. Oscar Robertson Solutions (ORS) offers the marriage of design and content, from inception to execution as well as web site maintenance.

With ORS partners that are experts in project management, conceptual development and design, content creation, programming and hosting of web sites, we will develop web sites ranging from the basic corporate informational web site to a comprehensive e-commerce site with a complex database and search capability.

ORS welcomes the challenge of web site redesign as well as new web site projects. In both instances, ORS will perform a review of current domain registration strategies and make recommendations for optimum brand protection, taking into account both current and future needs.

Whether your organization requires an e-commerce web site, an employee website and intranet structure, a corporate presence, an extranet for customers, clients and/or collaborators, or a design integrating many different elements and features, ORS can fill your needs.

Staying abreast of continually changing technologies used to produce web sites, intranets and extranets, ORS offers the capabilities a corporation needs. Some technologies currently include:

- ShockWave, Java, Flash and others
- Unlimited email
- Reliable e-commerce
- SSL Encryption
- Site Customization

Once a web site has been constructed, it is critical to assess usability prior to the launch. If a web site is graphically pleasing, intuitive, and easy to navigate, the more likely it is that a customer will return and will spend time on the site. ORS offers usability testing as well as ongoing web site maintenance including content, links and graphics updating.



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Print Buying Service

Print buying can be a complicated, costly endeavor. Organizations may have their purchasing department request bids for the printing of stationery, forms and simple or repetitive documents, while often relying on contracted graphic designers or advertising agencies to sub-contract more complex printing such as brochures and publications. Without corporate-wide strategies and procedures designed to facilitate efficient and cost effective print buying, higher costs and other related inefficiencies are certain to occur.

Oscar Robertson Solutions (ORS), through its alliance partner, empowers print buyers by providing strategies, tools and services that optimize the print buying process. Client companies often realize up to a 30% reduction in net printing costs by using these services, while retaining complete control of the process. Print quality is maintained and in many instances is improved.

The ORS team brings a wealth of relevant experience to print management and understands the wide diversity of organizational needs. Client organizations are empowered to make smarter strategic buying decisions through the use of Print Management.

Armed with technical expertise and proprietary, system-based tools, ORS assists client organizations to enhance their print purchasing performance. We identify the most cost-effective solutions for a corporation's printing projects and give you the information necessary to make better print buying decisions.

ORS Print Buying Services cover everything from forms, labels, envelopes and letterhead to 6-color brochures and complex marketing materials.

Print-Related Consulting

ORS offers a comprehensive range of consulting services to support print-related client objectives. Engagements may address print purchasing in general (such as our Print Purchasing Diagnostic) or focus on specific issues such as equipment configuration, organization and staffing concerns (for example, an Internal Print Shop Review, or a Mail Services Assessment). Consulting engagements may be independent of our outsource management and purchasing support offerings, or part of an integrated package. Each project is tailored to the specific needs of our client.

Our consulting services provide a proven framework for improving how organizations plan, produce, buy and distribute printed materials... helping clients develop an accurate and objective grasp of their current reality ... formulating relevant, achievable action plans and providing assistance in implementing those plans. Generally, the results are annual savings that significantly exceed the cost of the engagement.



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Records Management

The time involved with records management can be extremely time consuming and frustrating for major corporations, particularly those with multiple locations. Some of the decisions that must be made in the development of an enterprise-wide records management system include the determination of:

- What records must be kept and for what time period
- How records should be destroyed when the time comes
- In what format archived records should be maintained
- Where the records should be physically stored

For many corporations, outsourcing the entire process of records management just makes good sense. Oscar Robertson Solutions (ORS) not only takes over this function for your corporation, but also maintains a working knowledge of the standards and regulations that specific industries must follow.

SafePassage, a process developed by an ORS alliance partner, is the first step toward long-term solutions for both the practical business and liability issues surrounding records management. The SafePassage assessment provides a focus for the planning and implementation process that follows. It is a short-term project that provides two important components for the enterprise – immediate value and a road map for future needs. The assessment uses a computer model and structured approach to:

- Query management
- Gather information
- Observe primary operating systems

The assessment will clarify the vision, identify issues and opportunities, create a cost matrix and generate a timeline for both the charting and integration of an enterprise-wide, document management system (EDMS). ORS will then provide the support and leadership to assist your corporation in the development of the EDMS.

An EDMS is constructed by an integration between hardware, software and support. Some of the components that ensure integrity of the system are:

- Document repository management
- Application workflow
- Records regimentation resources

For corporations ready to begin the process of building an electronic EDMS, ORS develops cost effective solutions that provide access to critical records for all your corporation's locations, whether they're across the street, in the next state or around the globe. Through the use of an intranet framework and Web technology, ORS can structure the EDMS, providing secure access, accountability and ease of information exchange for your record management needs. Document usability, shareability, integrity and interchange can be established between applications with relatively modest cost.

No matter what stage your organization is in regard to your records management process, ORS holds the key to developing a cost effective EDMS that services the corporation's current needs and plans for the future.



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Services Overview

Processes such as scanning, digital processing, emailing, faxing, copying and printing interface regularly, with one process often leading directly to another. Doesn't it make sense to let the experts recommend and implement the best ways to accomplish these activities?

Oscar Robertson Solutions (ORS) handles full-service information management and processes, developing significant efficiencies in time, cost and quality.

Providing client companies with the combined experience of 65 years of facilities management, document and knowledge management, our expertise gives us the ability to integrate all aspects of the information management lifecycle using the best practices defined in the industry.

Oscar Robertson Solutions, in a strategic partnership with your Company, offers:

- Proven High Level Process Oriented Approach
- Document Workflow Expertise
- Strategic Business Intelligence
- Earned Credibility in the Marketplace
- Confirmed Leader in Reducing Document Costs
- All inclusive data collection process and review of current practices
- Strong operational knowledge in all areas of the document lifecycle
- Long history of integrating output devices with marketing materials, fulfillment and operations
- Detailed analysis and executive reports used as tools to benchmark best-in-class solutions
- A wealth of buy side information from years of experience in the marketplace
- Workflow analysis, as a platform for providing solutions, significantly increases document efficiency and cost savings for Client companies, differentiating us from the competition.
- Absolute Vendor Independence to focus solely on Client requirements, implementing the most cost effective, quality solutions

Services

- Staffing
- Operations Management
- Service Level Backup, Overflow and Disaster Outsourcing
- Print Management
- Onsite and Offsite Document Scanning and Imaging
- Process Consulting
- Direct Mail & Fulfillment Programs
- Marketing Communications: From Traditional to Multimedia
- Records Management
- Mail Center Management & Courier Services



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Management Profile

Leo B. Kelly, Vice President

Leo Kelly is a former 31-year, repeatedly honored, marketing executive of Xerox Corporation. A 24-time recipient of Xerox's top sales distinction, The President's Club Award, Kelly was one of Xerox's top five annual revenue producers on seven different occasions. He was also named one of the top five Sales Producers by *Sales & Marketing Management* magazine and highlighted in their article, "Sales Secrets of the Incentive Stars," in their April 1990 edition.

With a keen sense of the sales process and an innate ability to determine what a corporation's needs are, Kelly structures services to meet the specialized requirements of specific industries and individual corporations within those industries. Kelly believes that closing a deal and settling a contract with a corporation is just the beginning of the business partnership between ORS and its clients.

A proponent of immediate, quality customer service and technical support, Kelly feels that strong customer-centered relationships are key to successful business agreements for ORS and its client companies.

A regularly featured guest lecturer on sales and marketing issues, Kelly has spoken at the Wharton School of Business at the University of Pennsylvania, LaSalle University and Villanova University.

Once during a year's leave in the early 1980s from Xerox, with full pay and benefits, Kelly put his skills to work finding jobs for prisoners released from Philadelphia prisons. Faced with a recidivism rate of 65% with prisoners returning to the system, Kelly felt that making "them [former prisoners] tax producers instead of tax spenders" would help keep them out of the system.

Looking at Kelly's career track record, it's no wonder that he quickly achieved measurable results in this social service project. Placed in jobs were 185 people, 80 of them ex-offenders. Teaching the new workers skills in interviewing, dressing and behaving on the job paid off. One year later, none of the workers were reported to have committed any offense against an employer.

Kelly, a former Irish international hurling and football star, was nicknamed "The Wexford Wonder Boy" when he was a starting goalie on his varsity high school team as a 13-year-old. After his move to the United States, Kelly was the center fielder for the team that won the Irish Football Championship in 1968 and 1969 in New York.

Kelly's sense of team, partnership and leadership skills have served him well during his business career with Xerox and will seal his success in his current role with Oscar Robertson Solutions.



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Information Technology Solutions

Information technology (IT) solutions including data security, storage enterprise communication systems, help desk services and technology consulting ensure that your critical data is used, stored and transferred securely. Why take chances with other suppliers and consultants when Oscar Robertson Solutions (ORS) partners offer a full range of services to help your organization reach the pinnacle of IT success with the least amount of bother.

With business process improvement, strategic evaluation and analysis of your current systems, our "best practices" approach assures concrete solutions to fit your business goals, desires and budget. Equipment solutions include PC's, servers, peripherals, workstations and storage area networks (SAN).

ORS offers:

- Full procurement solutions for ISO 9001:2000 Configuration facility
- Ability to custom configure over 600,000 machines annually
- Comprehensive maintenance plans and warranty fulfillment
- Certified service technicians
- Asset inventories and asset management programs
- Choice of leasing or purchasing equipment
- Fully staffed help desk, 24 hours/7 days a week
- Break-fix capabilities nationwide
- Network architecture and application development services
- Enterprise communication systems
- Network storage design and implementation
- Installation services
- Disposal/recycle services

Some of the hardware vendors utilized are:

- IBM
- Compaq
- Dell
- HP
- AVAYA
- CISCO
- ViewSonic

Our offerings drive the cost of ownership down and increase productivity at the desktop. With our ability to streamline your firm's internal processes, you can achieve the business success that separates your enterprise from the competition.



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