

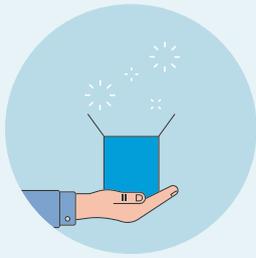


go works

Take greater  
control of your  
marketing



**KONICA MINOLTA**  
Marketing Services



# What you need, when and where you need it

Things move quickly in marketing. With new innovations, channels and technology continually disrupting the industry, it can be a challenge to stay ahead of the curve.

That's why we created Go Works: an end-to-end solution that helps you take control and release the full potential of your resources, campaigns and assets. Not to mention making life much simpler.

- ✓ Take the headache out of admin-heavy processes
- ✓ Increase the visibility and tracking of all work throughout the system
- ✓ Seamless control in one place
- ✓ Built around your specific needs
- ✓ Cloud-based for easy access, wherever and whenever

The result? You can get closer to the things that really matter: **saving time and money, getting to market faster**, and **growing your business**.

## An integrated solution for marketing execution



Campaign management



Workflow collaboration



E-commerce and local area marketing



Digital asset management

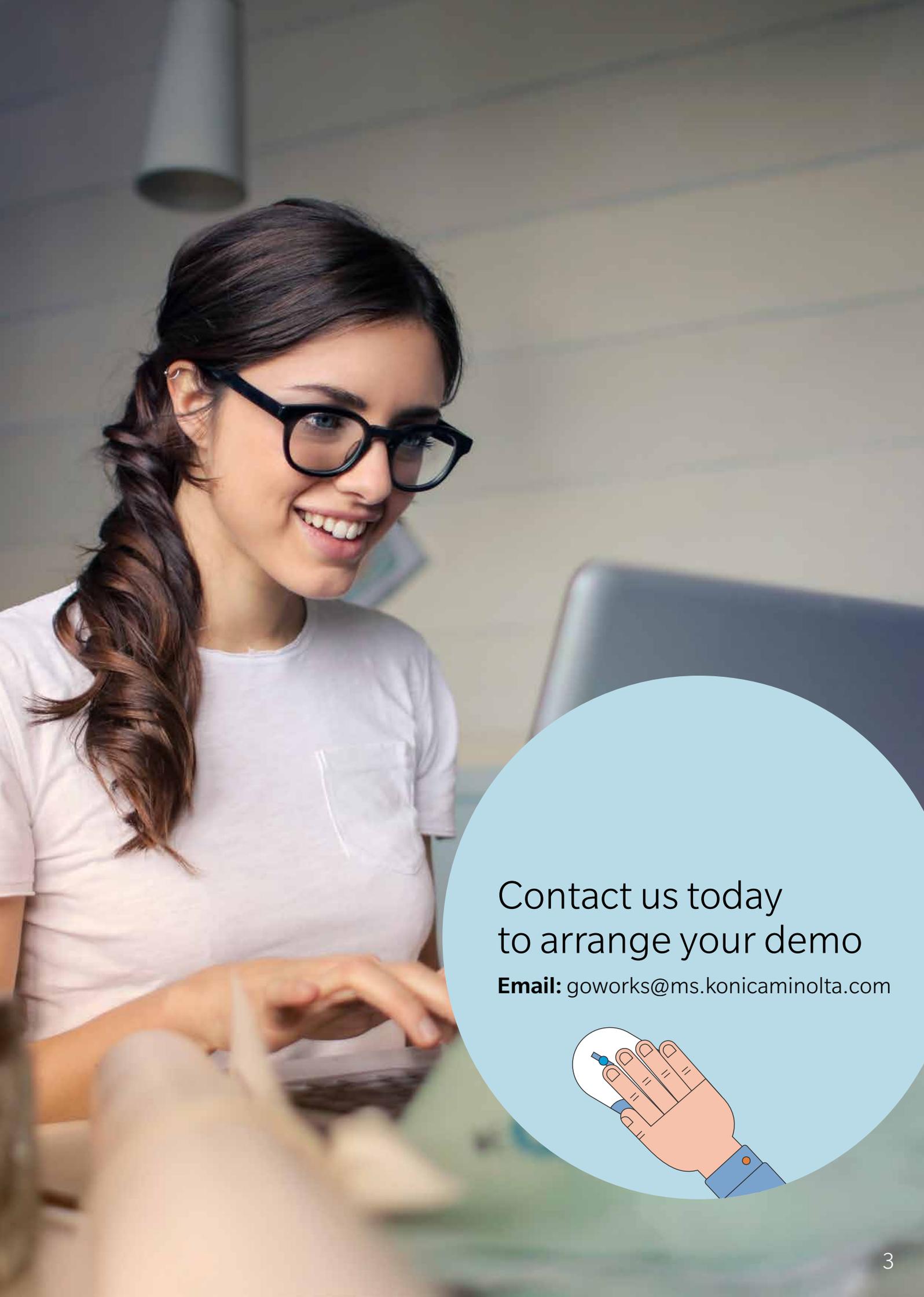


Procurement



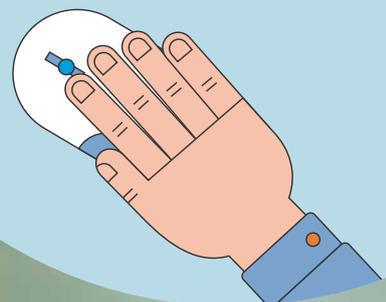
Catalogue automation

If you want more control...it's time to get Go Works.



Contact us today  
to arrange your demo

**Email:** [goworks@ms.konicaminolta.com](mailto:goworks@ms.konicaminolta.com)





# Campaign management

Effortlessly manage and track your multi-channel marketing campaigns, in one place, with Go Works. It gives you complete visibility and control of all your campaigns, across every channel – from brief through approval to production and execution.

Completely secure, it streamlines the whole delivery process, saving you time and headaches on briefing and management. It's as simple as filling out a brief and nominating the channels and items you wish to produce, and then seeing your project move seamlessly through the relevant stages to launch.

- ✓ Scale to suit the needs of your business
- ✓ Keep track of deadlines and milestones
- ✓ View work-in-progress (WIP) across teams
- ✓ Spot campaign bottlenecks and take action
- ✓ Manage compliance and auditing easily
- ✓ Create extensive reports
- ✓ Control roles, access and privileges to manage information sharing and protect critical elements





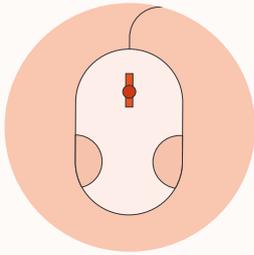
# Workflow collaboration

Go Works streamlines even the most chaotic of workflows. Our cloud-based management system allows you to collaborate and track jobs through every step of the approval process – from anywhere.

It's simple to use, secure and accommodates a range of file types, including PDF, JPEG, video and Microsoft Office documents.

It neatly tracks all corrections and comments, relaying them back to the creator and other users in real time. It's even possible to create a thorough report showing the status of every change request, when it was made and by whom, promoting greater accountability for everyone involved. The additional reporting features also mean you can monitor your clients' progress through the approval cycle, cut down turnaround times and reduce the cost of multiple hard copy proofs and couriers.

- ✓ Tailor your own workflow approval system to suit your business
- ✓ Plan, track and collaborate, 24/7
- ✓ Create stages and add users
- ✓ View work-in-progress (WIP)
- ✓ Track the status of any job
- ✓ Mark and sign off stages, and sign off jobs
- ✓ Enjoy integrated approvals and collaborations, including video annotation
- ✓ Keep track with a permanent audit trail



# E-commerce and local-area marketing

Plan and develop your advertising with your own online storefront and local area marketing system. Giving you centralised control, Go Works ensures your creative executions are on-brand and of the highest quality – every time.

You can tailor your entire range of artwork to meet your unique requirements and customise your online storefront too. Not only to include special products and services, layouts, copy and headlines, but also to make it look just like your brand.

Reordering items is easy too. Stores can then integrate them into the warehouses and ERPs for stress-free stock and financial management.

Notifications can be sent straight to suppliers, and they can download print-ready artwork, saving everyone valuable time and money on delivery and production.

- ✓ One simple and easy-to-navigate ordering interface and workflow
- ✓ Maintain brand consistency
- ✓ Produce print-ready PDFs and other electronic file types
- ✓ Load bespoke artwork to an order
- ✓ Enjoy stock-on-hand features for warehouse integrations
- ✓ Route orders for approval, based on content and/or cost
- ✓ Notify and provide access to suppliers directly from the system
- ✓ Keep track with a permanent audit trail



# Digital asset management

Go Works puts you in total control of your digital assets, by storing them in one safe place on the cloud. Access rights make sure only trusted people can upload or download your files and images instantly.

It effortlessly handles over 150 different file and video formats for easy integration with your internal graphic applications. You can also customise the metadata fields to link to the source and almost any kind of information.

Go Works is the simplest and safest way to share assets with both your staff and clients – from anywhere in the world.

- ✓ Access assets instantly and securely, 24/7
- ✓ Oversee assets with a simple-to-use preview
- ✓ Boost efficiency and cut costs by creating an organised central library
- ✓ Re-use and re-purpose assets with greater efficiency
- ✓ Keep track of versions with a permanent audit trail
- ✓ Create bespoke reports
- ✓ Stay up to speed with automatic notifications



# Procurement

Marketing today is complicated, but that's where we step in. Go Works gives you more control over your budgets, gets your projects to market quicker and saves you time by eliminating repetitive tasks.

Just brief your procurement and design requirements directly to our staff via the simple-to-use online system. We then get straight to work on sourcing, pricing and offering value-adding advice, to make sure your project is delivered on-brand, on-budget and on-time.

You'll then get a quote to review. Once approved, we'll place your order and you can keep track online. It's a smart and seamless process that gives you complete transparency in one place.

- ✓ Track the status of quotes and orders online, 24/7
- ✓ View and approve or reject quotes
- ✓ Access an exportable work-in-progress (WIP) report
- ✓ Chat with a Konica Minolta Marketing Services print production specialist
- ✓ Access innovation and knowledge in our sharing portal



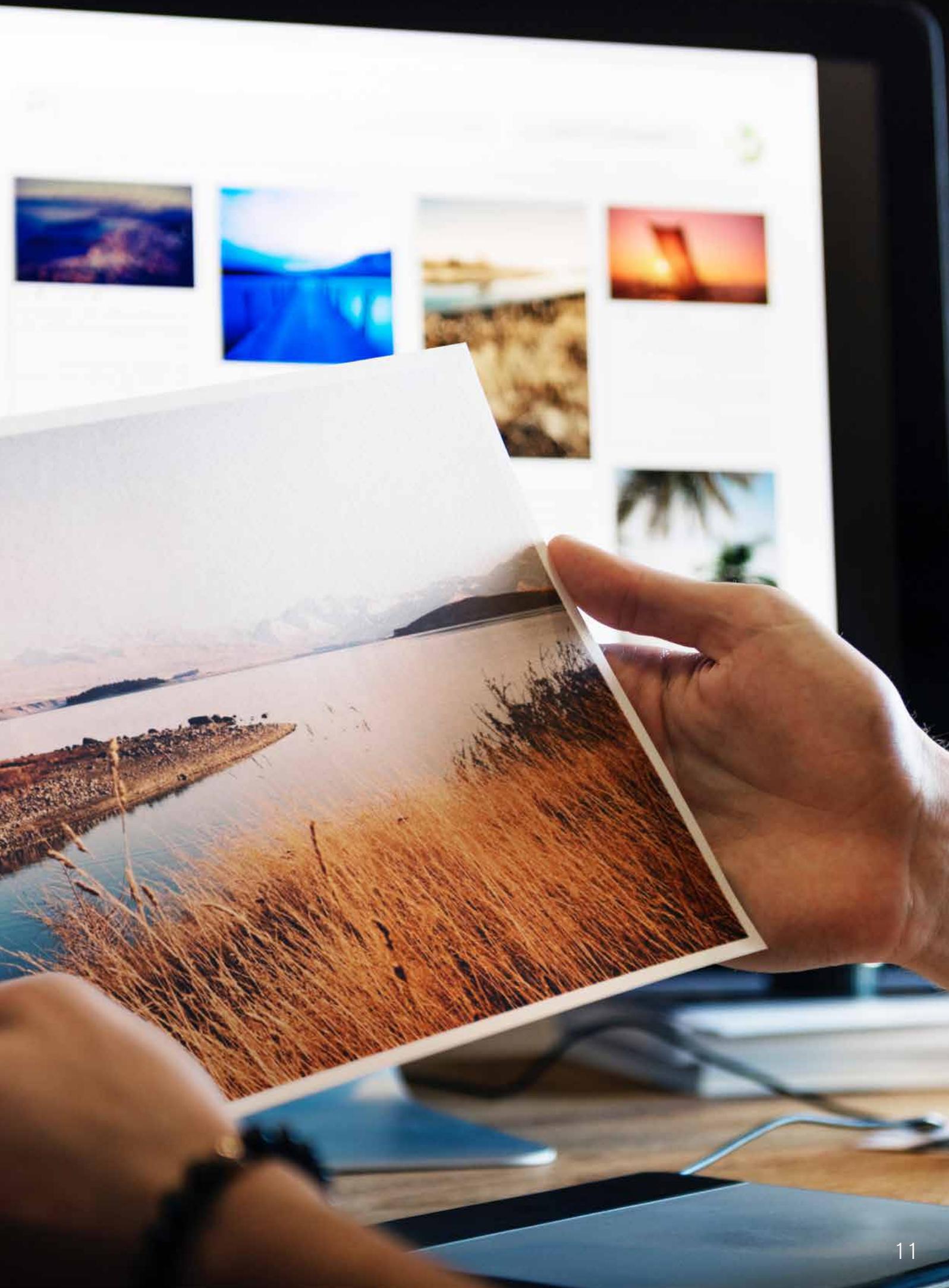
# Catalogue automation

Go Works is a powerful briefing, digital asset management, studio automation and publishing system for catalogue and POS production. It will make your life much easier and help you to create more engaging catalogues, price lists and brochures

It lets you manage a virtually unlimited number of products, images, text files and other digital resources in your cloud-based library. And gives you the freedom to make changes to assets, details and prices right up to the last minute, as every update automatically transfers to the document. It will even automatically create pages from templates in your chosen program.

Not only does Go Works offer the complete package, from brief to publication, it can also seamlessly integrate into your existing merchandising or product systems. It will powerfully transform your existing manual processes, cut turnaround times, and dramatically reduce the risk of error and labour costs – by as much as 50%.

- ✓ Track your workflow and progress
- ✓ Manage your assets
- ✓ Automate page assembly
- ✓ Enjoy closer long-term relationships with your customers
- ✓ Allow multiple user access and privileges
- ✓ Allow access to suppliers and customers



The logo for 'go works' is centered in the upper half of the page. It features the word 'go' in white lowercase letters inside a white circle, followed by the word 'works' in white lowercase letters. Below the text is a white mouse cursor arrow pointing towards a central point surrounded by several short, dark blue lines radiating outwards, resembling a loading or click indicator. The entire logo is set against a dark orange circular background, which is itself centered within a larger, lighter orange circular gradient that fills the top half of the page.

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