







Compare Marketing/Print Fulfillment applications on the salesforce.com AppExchange.

Based on their November 2008 market survey, Allegro Communications compiled the following data regarding Print Fulfillment applications (found under the Marketing category) on the salesforce.com AppExchange. We hope the information below will help marketing teams, integrators, and salesforce.com sales engineers to evaluate various applications in the marketplace.

	FreshDM 	Esker OnDemand 	Conduit OnDemand 	directTouch by MarketSync 	SmartStore 	Ink-A-Note 
Services						
Load in your own company materials	YES		YES	-		
Must fit existing templates or formats		YES		YES	YES	YES
May choose your own print vendor if desired	YES		YES			
Primary Use	Variable, dynamic printed marketing materials	1-color letters, faxes	Marketing materials using provided templates	Cover letters and promotional items	Sales and marketing collateral - choose from catalog	Sending "handwritten" notes
Types of materials sent:						
Direct mail (w/multiple inserts)	YES			YES		
Direct mail (letter only)	YES	YES	YES	YES	YES	
One-pagers/Flyers	YES	YES	YES		YES	
Postcards	YES		YES		YES	
Brochures	YES		YES		YES	
Sales Proposals	YES		YES		YES	
Fulfillment Kits	YES					
Dimensional packages	YES			YES		
Faxes		YES				
"Handwritten" notes					YES	YES
Greeting cards	YES				YES	
Pricing Overview	Small firm (5-100 seats): \$55/user/mth & \$300/template -OR- Platform licensing for marketing users	Variable annual contract with quantity and usage minimums. \$.48 per page; only print 8.5 x 11 size	\$30,000 to \$50,000 setup and \$500/user/yr.	\$6,000/yr minimum subscription fee, plus \$895 per material template setup	Pay on-demand or subscribe for discounts. Rates determined by print volume. \$500-\$1,000 monthly fee if under print minimums.	\$1.50 - \$2.50 per note (based on quantity)



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