

THE CHALLENGE

THE SOLUTION:

Call Allegro.

That was the challenge facing CIT Equipment Finance, a provider of multi-million dollar financing for industrial, construction, aviation, and medical equipment. CIT's existing tool for managing direct mail campaigns was not meeting the needs and expectations of its sales force.

Allegro was called in to develop a unique direct marketing on-demand system that was customized, easy to use, completely automated, integrated, and fool-proof. And, it needed to seamlessly replace the old system as soon as possible.

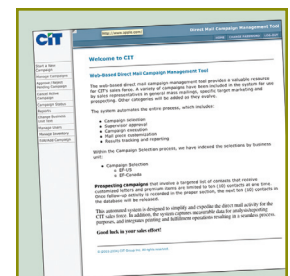
Fresh — Custom Direct Marketing On-Demand is unique, easy to use, completely automated, integrated, and fool-proof!

Allegro launched Fresh — Custom Direct Marketing On-Demand. Fresh allows each sales representative to launch individual direct marketing campaigns to their own contact list. Sales reps can review a mailing, receive an online proof, and send the mailing to production from their computers. The process is completely automated to reduce the chance of human error.

In addition, CIT management has supervisory control as a "super-user" and can approve or cancel campaigns in the system, view results, and make changes to user information. Super-users also have the ability to upload new direct marketing pieces and make changes to existing campaign materials in real-time from any computer. With the old system, the manual process would require weeks and thousands of dollars to make these updates.

The CIT sales staff and management are thrilled with Fresh — Custom Direct Marketing On-Demand. And, the tool has produced \$50 million in incremental business in the first three months of use!

What do you do when your current direct mail on-demand solution isn't meeting your needs?



For a FREE demo of Fresh, call Allegro at 630.495.1600.

• www.allegrolink.com •