

CUSTOM IT SOLUTIONS

Ken Cook Co. offers a wide variety of tools aimed to help you and your business work smarter and faster. These offerings help you expand your capabilities, increase your products' usability, logically organize extensive content, communicate more effectively and much more!

E-COMMERCE

Orders can be received via phone, fax, email or a customized e-commerce site with secure online ordering. Your product support literature, technical publications and training programs are stored in our warehouse and can be picked, packed and shipped worldwide.

A flexible literature fulfillment program can be customized to your needs:

- Full-service call center support
- Customized web bookstore
- Secure e-commerce and online order processing
- Short or long print runs
- **media1off**[®] printing for frequently updated or infrequently ordered publications
- Large-format printing for engineering drawings, wall charts and posters
- Electronic subscriptions, distributions and downloads
- Various activity and usage reports
- Same-day shipping (Monday through Friday)
- Automated carrier selection for lowest cost shipping
- Automated email confirmations and shipment tracking links



YOUR WEB BOOKSTORE

media1off[®] allows you to have your own web bookstore, through which we process your literature orders. The bookstore seamlessly integrates with your corporate website, making it easy for distributors, consumers and employees to find and use. It will appear as if the literature is ordered directly from your company.

The site has standard e-commerce features such as an intelligent search engine, secure credit card processing and auto-calculated shipping, handling and sales tax charges.



BookBuilder is Ken Cook Co.'s award-winning online interface that is set up to meet your customers' specific requirements for safety information, accurate content, variable information and drawing types; it is especially useful when creating a simple product manual that will be translated into various languages.

Manufacturers marketing products in other countries can provide chosen user information in specific languages including required or approved content. When your document is set up and translated, end users can build and print the required manual at their convenience.



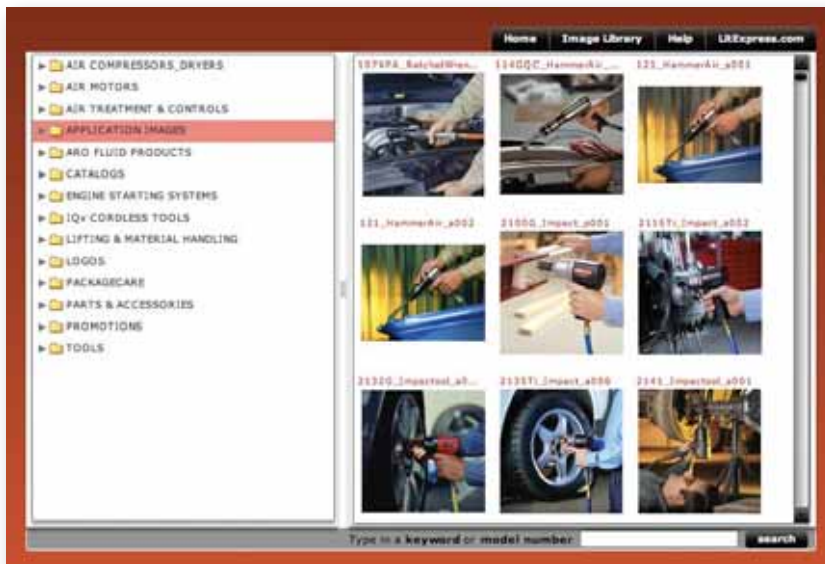
Ken Cook Co. AdBuilder provides everything your dealers need to create custom advertisements, direct mail pieces, flyers and other creative traffic drivers to promote their products.

The AdBuilder walks your dealers through the process of creating custom pieces from corporate-approved templates by allowing the dealer to add photos and text.

Once created, the ads are processed, printed and shipped directly from Ken Cook Co. to the dealer who ordered them.

Ken Cook Co.

www.kencook.com



MAINTAIN BRAND IMAGE WITH AN IMAGE GALLERY

Give your dealers greater flexibility in developing marketing content, and share common information and branding efforts directly from your corporate headquarters with the Ken Cook Co. Image Gallery.

Whether you have 1,500 or 15,000 files, the Image Gallery allows you to easily track corporate graphics and images from one central repository.

Any authorized user, dealer or corporate employee can quickly locate product- or part-specific graphics for all images used in your marketing pieces and catalogs. Just upload your files to our web-based application and the Image Gallery will convert them to the formats needed including color and grayscale.

Benefits of an Image Gallery

- Saves you time locating files
- Serves as a central database for your corporate images
- Provides instant, worldwide access for authorized users
- Can be a stand-alone website or an add-on to your current site
- Offers high- and low-resolution image files (i.e., jpg, tif, svg, eps)
- Offers a shopping cart with an option to either download or order a custom CD

Ken Cook Co.

Partners in Product Documentation

9929 West Silver Spring Drive
Milwaukee, Wisconsin 53225
Phone: 414.466.6060 • Email: info@kencook.com

www.kencook.com



GRAPHICS TRACKER

Organize new and/or historic company graphics with Graphics Tracker, a unique program that sorts, backs up and provides remote access to your graphics.

It is a central location for file management and has a conversion feature that generates multiple formats for downloading.

The Graphics Tracker is remotely accessible through any web browser.

Graphics Tracker Features

- Thumbnail display for accurate identification
- Automatic file numbering and version control
- Associated metadata for quick searchability

OUR DOCUMENT MANAGEMENT SYSTEM

Ken Cook Co. hosts a document management system (DMS), a quick and easy interface through which information on all projects is shared.

Your project team can post files and comments, and track the history of all projects – regardless of time or location. The DMS needs only an Internet connection and a standard browser for use.

Version 3.2 allows multiple uploads from a single screen, reducing the time and complexity required by multiple back-and-forth emails. Workflows are fully documented as the project progresses.