



MARCOMWARE
THE INNOVATIVE
MARKETING PLATFORM
FOR BRAND OWNERS



Digital Marketing Transformation for Brand Owners

The digital revolution and Artificial Intelligence (AI) are rapidly reshaping the marketing landscape. Brand owners face the challenge of making marketing strategies more efficient, consistent, and data-driven. Marcomware delivers the ultimate solution: a specialized marketing platform that helps brand owners optimize their marketing production processes and maintain full control over brand communications.

Marcomware: The Solution for Brand Owners

With Marcomware, you digitize and centralize your entire marketing process. From content creation to distribution and analytics, the platform enables marketing teams to roll out campaigns efficiently and in line with brand guidelines. Brand owners retain control over brand consistency, while seamlessly integrating local marketing initiatives.

The Added Value of a Full-Fledged Online Marketing Platform

A powerful online marketing platform like Marcomware offers brand owners an efficient and scalable solution to optimize their marketing processes. Because Marcomware is built on Microsoft Azure Infrastructure (IAAS), a high degree of reliability and security is guaranteed. This means brand owners can rely on a stable and secure environment for their digital marketing activities.

Users are assigned specific rights based on their roles, ensuring only relevant features are available to them. This increases efficiency and prevents unwanted access to sensitive information. Additionally, Single Sign On (Microsoft Entra) gives brand owners full control over who can access the platform. The portal administrator can easily manage users and control access to the environment.

Furthermore, customer-managed cloud storage accounts are used. This means brand owners always have access to both the content uploaded to the platform and the content generated by the platform. All marketing materials remain secure and accessible. Whatever backup policy the brand owner prefers, it can be set directly by the account administrator, offering maximum flexibility and control.

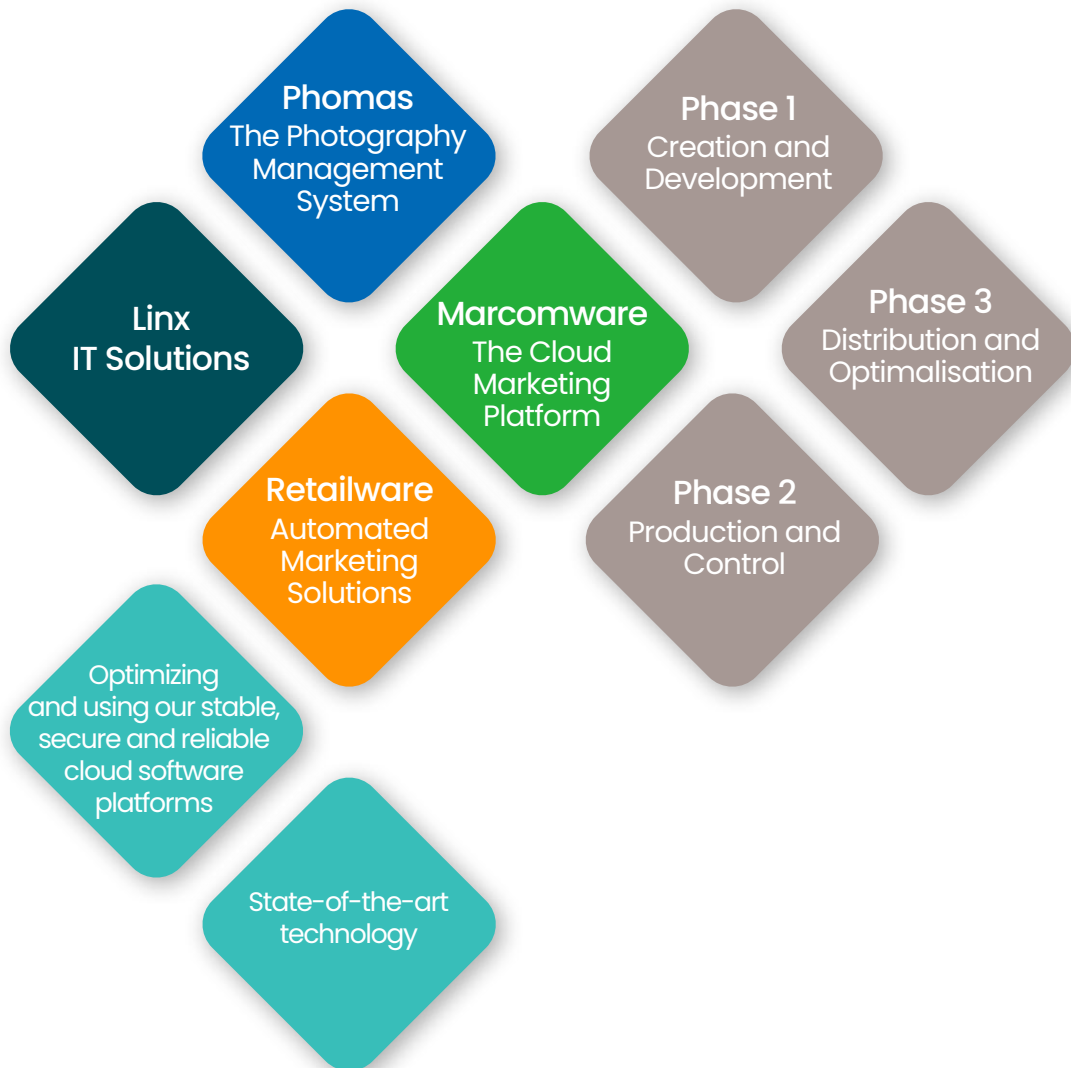
But Isn't the Future All About AI?

AI is playing an increasingly important role in marketing processes. AI tools are already highly effective for producing source materials, such as product and campaign images. They also support data analysis, provided the right data is available, enabling brand owners to make faster, more efficient decisions to optimize campaigns.

However, when generating marketing content that must comply with carefully crafted campaign guidelines, traditional automation processes remain superior. These processes guarantee consistency, brand identity, and accuracy—essential for effective and reliable marketing communication. In the future, we will increasingly implement hybrid solutions where AI tools handle part of the process.

Curious? Check out our overview of current AI tools on pages 12 and 13.

"Our aim is to manage and control the complete marketing & e-commerce production flow: understood as integrated intelligence."



Empowering clients



The Marketing Process

Phase 1: Creation and Development of Marketing Materials

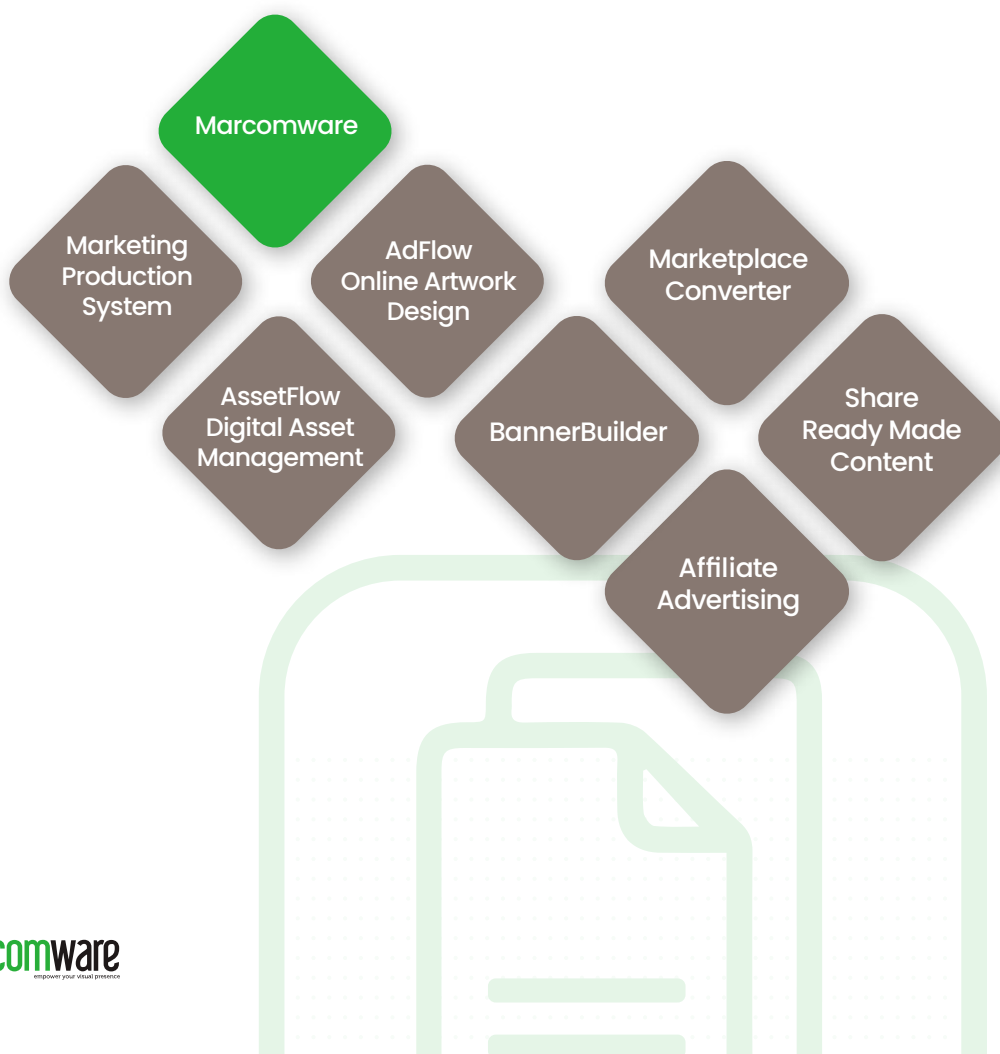
This is typically an activity initiated by the brand owner, often in collaboration with agencies or creatives. After all, the campaign is directly related to the associated product line.

Phase 2: Production and Management of Marketing Campaigns

Once the creative guidelines for campaign-related marketing materials are established, it's time to translate these guidelines into smart online tools. With various tools, authorized users can generate marketing materials themselves—without any involvement from brand staff. Different departments or country teams can also create their own content at any time, with no risk!

Phase 3: Distribution and Optimization of Marketing Materials

Sometimes, certain marketing materials or toolkits are fully prepared during campaign development. These materials can then be shared directly with partners via Marcomware.





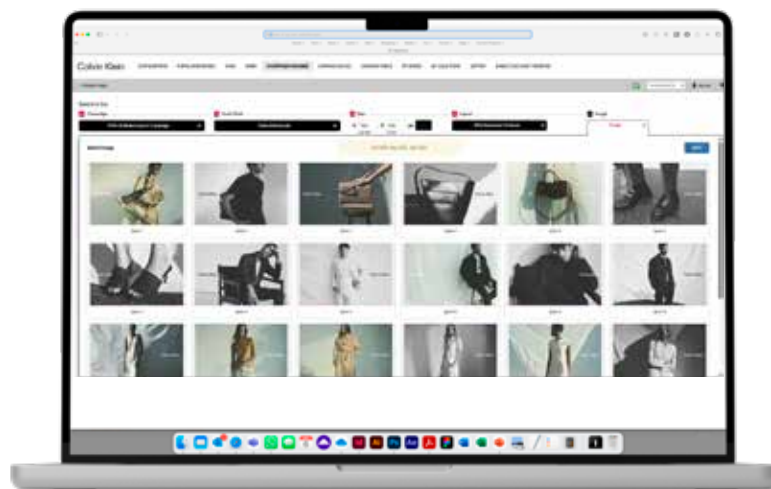
Global Consistency, Local Flexibility

Marcomware provides brand owners with a digital highway to efficient, scalable, and data-driven marketing. Whether you're running international campaigns or need local adaptations, Marcomware ensures a unified brand experience without sacrificing flexibility.

Marcomware Functionality

BannerBuilder

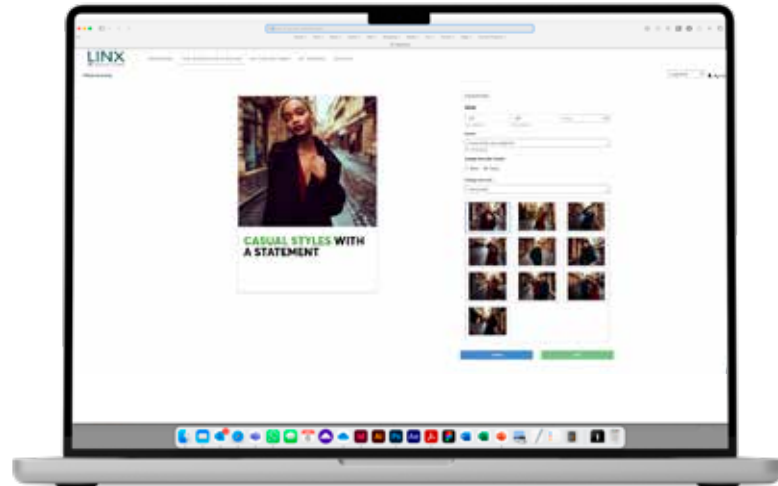
Harness the power of seamless banner creation with BannerBuilder, the ultimate online tool for generating web and print banners. Simply select your campaign, specify the desired format, and explore a range of available options. Choose your favorites, add them to your cart, and watch as perfect banners are generated instantly. Download your high-quality banners in seconds and elevate your marketing efforts with ease.



BannerBuilder

Affiliate Advertising Designer

Effortless affiliate advertising with our platform! Enable your affiliates to create their own materials whenever they want, always adhering to your campaign and brand guidelines. Whether for online or print use, results are instantly downloadable, giving your partners everything they need at their fingertips.

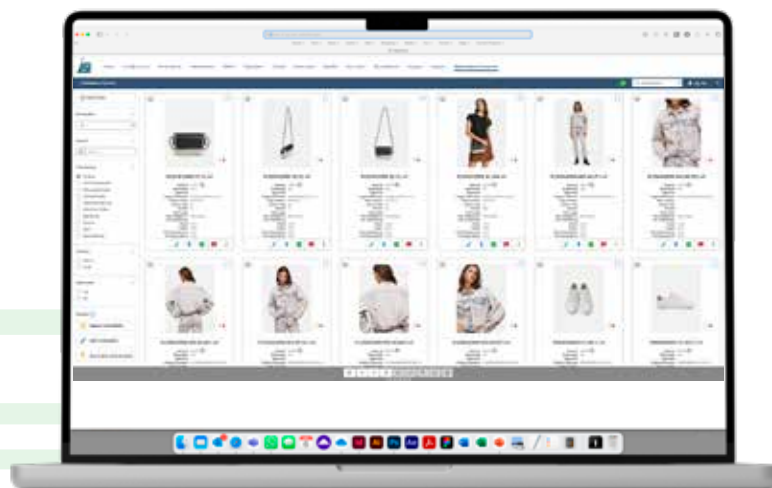


Affiliate Advertising Designer

Marketplace Converter

Maximize efficiency with our Marketplace Converter!

Working with multiple marketplaces? Save time and money with our Marketplace Converter. Each marketplace has its own naming conventions and technical image specifications. By factoring in specific requirements during post-production, the Marketplace Converter automatically generates images tailored to all supported marketplaces. Easily share these optimized images with your partners and streamline your workflow.



Marketplace Converter



AssetFlow: Ready-to-Use Marketing Content

Strengthen your marketing with centralized content sharing!

Streamline your marketing efforts by sharing pre-produced content that other markets or partners can easily download and use. Organize your uploaded assets by campaign or capsule, ensuring everything is neatly grouped and accessible. With ready-to-use materials, local agencies and markets can execute campaigns with precision and consistency.



AssetFlow: Kant-en-klare marketingcontent

AssetFlow: The Marcomware Production DAM System

AssetFlow is the advanced Digital Asset Management (DAM) system within Marcomware, allowing you to effortlessly import and optimize all your e-commerce product images in a centrally managed online repository.

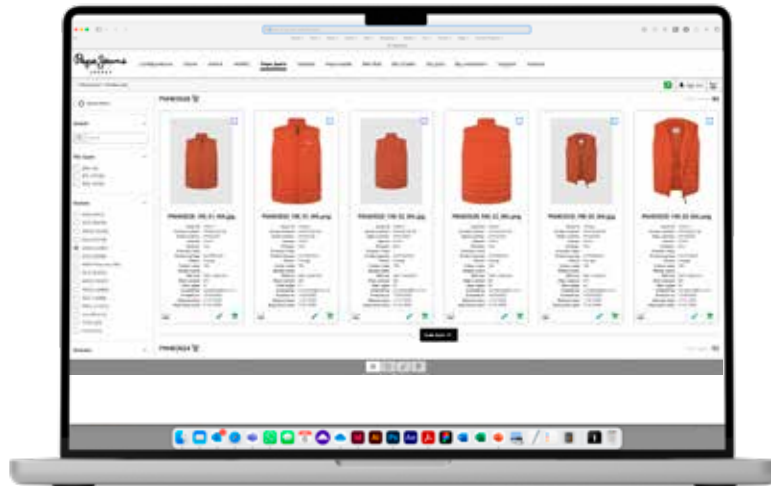
Group images by style for clear insight into the availability of different shot and display types. Enrich your images with our import/export metadata feature for seamless integration with external systems. AssetFlow streamlines system integration and maximizes the potential of your product images. It offers features that simplify integration and collaboration with other systems. All metadata can be easily exported and re-imported for external editing—ideal for complex workflows.

Crop Engine

A unique feature of AssetFlow is the advanced crop engine, which allows users to request tailored image crops. The system automatically creates the correct crop, ensuring marketing materials are consistent and optimized for various channels and formats.

AI-Driven Conversion Module

The conversion module supports numerous AI features, which continue to evolve. This makes adaptation production ever simpler and more efficient, saving marketing teams time and further optimizing the quality of visual content.



AssetFlow: het productie DAM-systeem van Marcomware

Marketing Production System

Not all required content can always be generated via automated, template-driven tools. Local requests can be submitted via the Marketing Production Request form, directly to a connected DTP/design department or external supplier. The module offers online review and feedback options, and once approved, the result is immediately available for download.



Marketing Production System

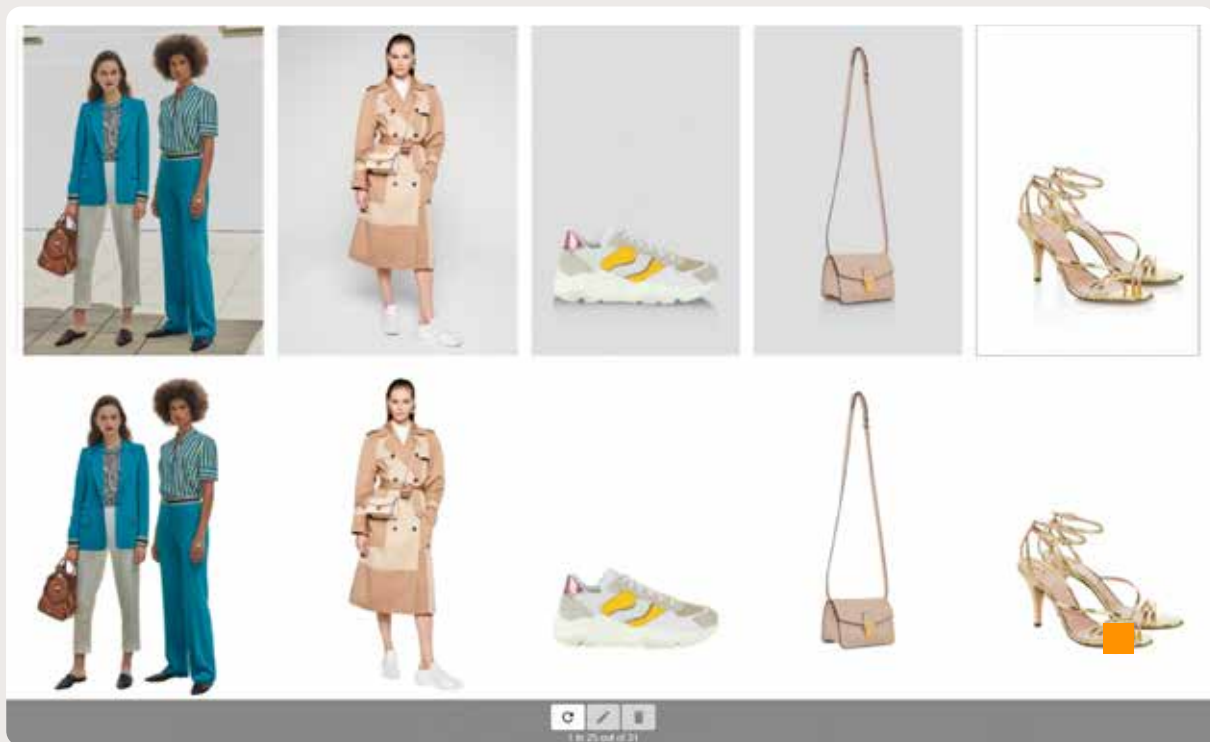


The Added Value of AI-Driven Tools in Fashion and Product Photography

Innovative Solutions in Marcomware

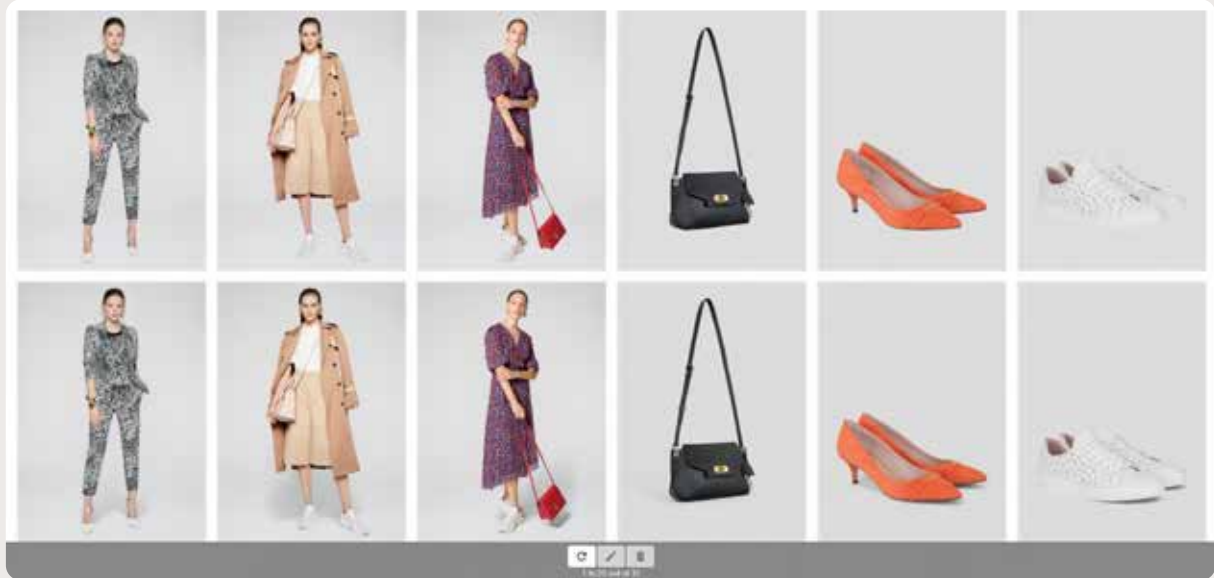
In the dynamic world of photography, technology plays a key role in boosting efficiency and creativity. As a pioneer in image conversion technology, Marcomware integrates a suite of AI-driven tools that transform the image editing process and open up new possibilities.

Automatic Image Cut-Outs:



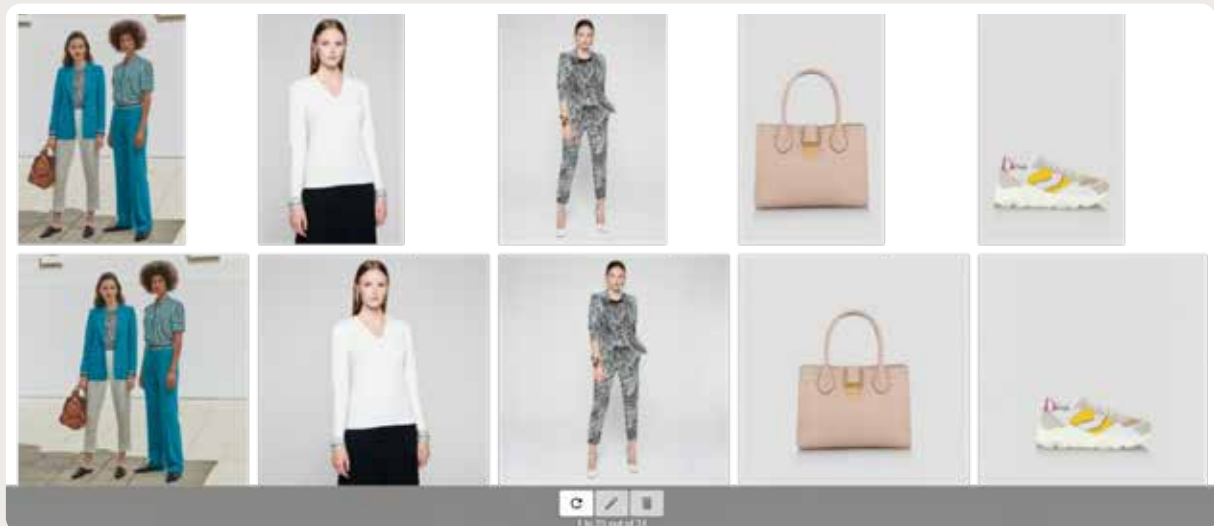
Traditionally, cutting out images is one of the most time-consuming tasks in fashion photography. Thanks to Marcomware's advanced AI tool, this process is now fully automated. With a single click, images are precisely cut out and provided with a white or marketplace-specific colored background. This not only saves time but also guarantees consistent results—essential for professional catalogs and webshops.

Adding Shadows to Images



Another valuable AI feature in Marcomware is the automatic addition of shadows to images where models and products are on the ground. This increases the realism and depth of the images, making them visually more appealing. Where manual shadow addition can be complex and error-prone, Marcomware's solution is fast and accurate.

Adapting Backgrounds to Formats



In e-commerce, it's crucial that images meet specific format requirements. Marcomware offers an AI-driven action that adapts existing backgrounds, ensuring images automatically meet the various requirements of different marketplaces. Time-consuming manual adjustments are a thing of the past, and your product photos remain consistent and professional.

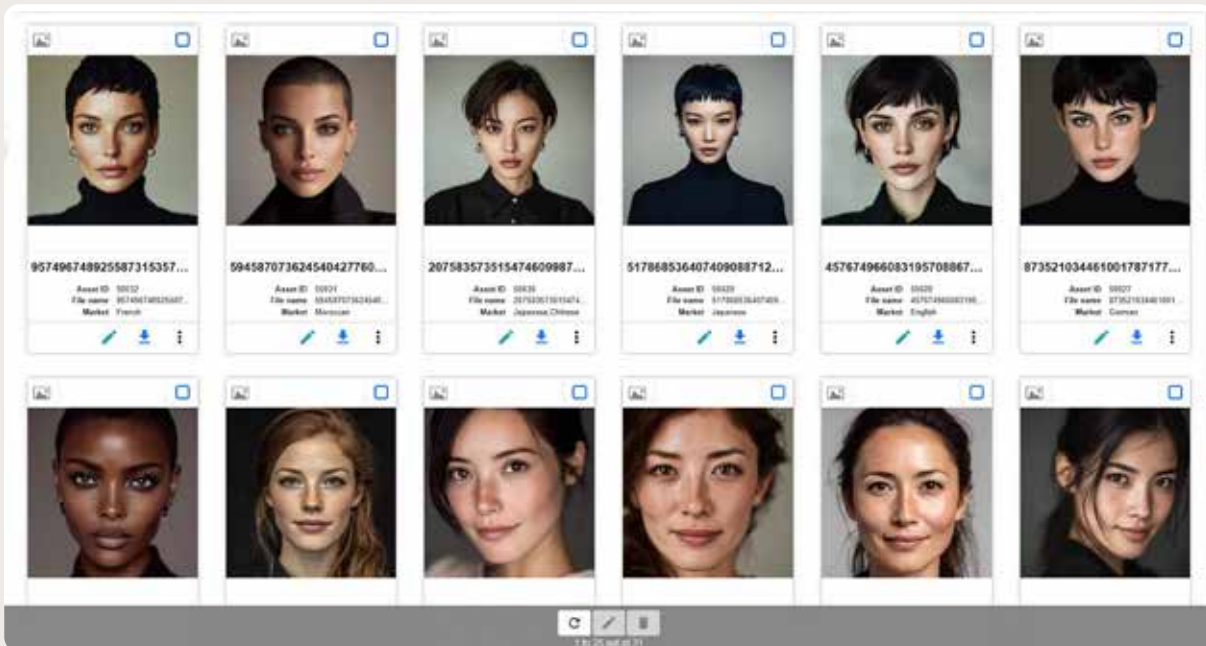


Automatic Exposure Correction



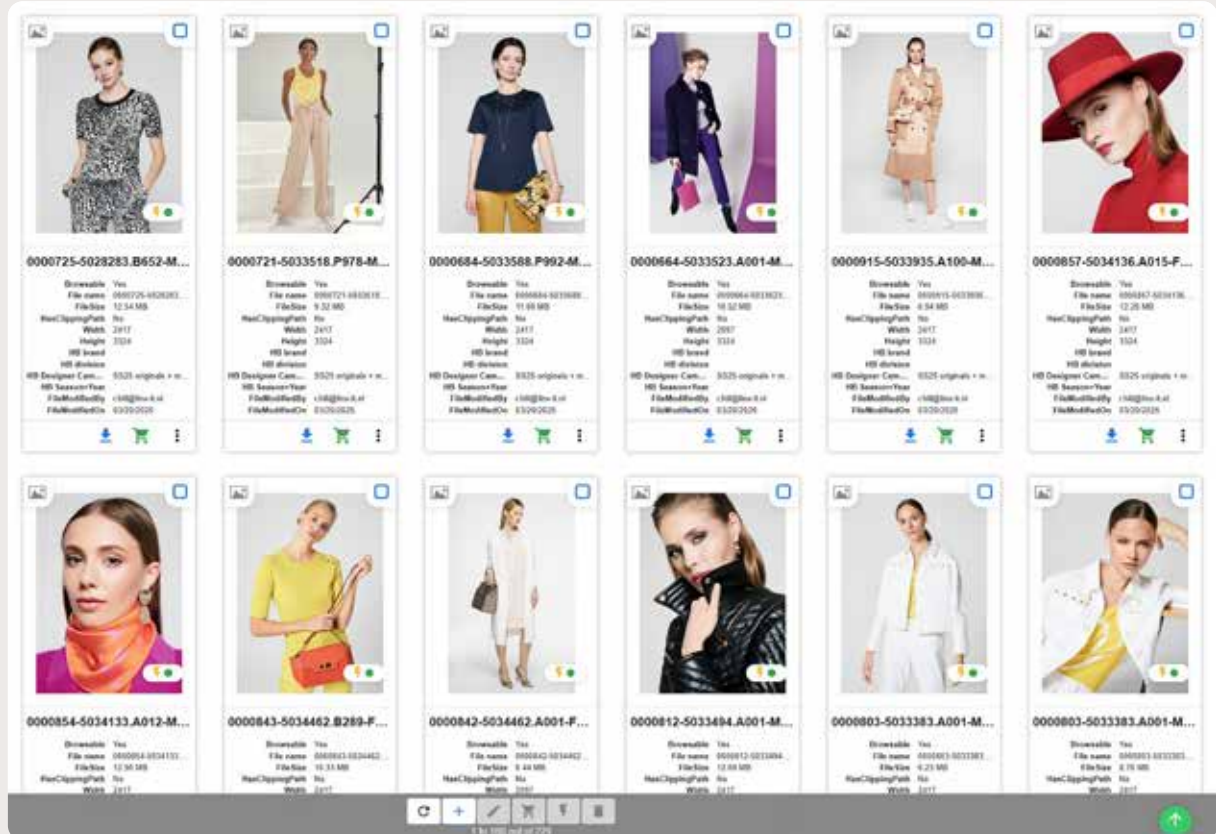
Proper exposure determines the quality of a photo. With Marcomware's AI technology, exposure is automatically optimized, ensuring every image is perfectly lit. This is especially valuable for optimizing photos shot under varying lighting conditions, contributing to a uniform look and feel.

Face Adjustment for International Markets



A unique aspect of Marcomware is the ability to adjust the model's face for recognizability in different markets. Using AI, portrait rights are avoided and models are made culturally specific. Marcomware provides a feature to generate a catalog of faces tailored to various cultural markets. Only facial features are adjusted, while style and expression are retained. If needed, facial expressions can also be automatically adapted. This technology increases the flexibility and usability of your images in international markets.

AI-Driven Conversion Workflow



With Marcomware's AI-driven conversion workflow, you have advanced processes at your fingertips. From image cut-outs to exposure and face adjustments, these innovative tools enable efficient and precise work. Leveraging AI technology takes your photography to the next level, delivering results that meet the highest professional standards.

The AI-powered tools in Marcomware offer undeniable benefits: they increase efficiency, improve consistency, and open new opportunities for international markets. With this technology, you transform your image editing process and give creativity more room to flourish. Discover the future of fashion and product photography with Marcomware's innovative solutions.





The Marketing Package: Fast and Efficient Implementation

For brand owners who want to get started with Marcomware without a lengthy implementation process, there's The Marketing Package—a ready-to-use portal providing immediate access to all essential marketing tools. The Marketing Package consists of four powerful modules:

1. **BannerBuilder** – For easy creation of professional banners.
2. **Affiliate Ad Designer** – Makes designing and distributing affiliate ads simple and efficient.
3. **Share Readymade Materials** – Ensures marketing teams and partners have instant access to pre-approved marketing materials.
4. **Marketing Production Request** – Streamlines the process for requesting and approving marketing materials within the organization.

Marcomware as a Shared SaaS Solution

Do you see the added value of our solutions for your marketing execution, but feel your current volume doesn't justify a dedicated investment?

Consider our Shared Platform. Here, the most important solutions are available in a shared environment. Based on your access rights, you only see your brand's content and templates—all the benefits, none of the drawbacks!

We're happy to explore with you how we can take your marketing execution to the next level, with the ultimate goal of growing into your own personalized environment.

Want to know more?

Contact our team and discover how Marcomware can transform your marketing department!



About Linx IT Solutions

Linx IT Solutions is a global pioneer in automated marketing solutions. We work with our own marketing cloud and photo management platform, bringing all functionalities together. Our one-stop-shop approach eliminates the need for multiple systems for separate productions; there's no need to transfer data from one system to another.

This technology infrastructure is tailor-made with external services that fit seamlessly into your organization's internal structure. Existing suppliers can be connected as process partners to the online photo management system and marketing platform. Linx IT Solutions provides a digital highway to custom online solutions for the development, production, management, and operation of digital marketing assets. Leading brands worldwide successfully use our software solutions.

As a process partner, we are often directly involved with project teams that hold internal responsibility and define objectives. Whenever operational support is needed to create or manage content, our operational support team is available. In this way, Linx IT Solutions delivers end-to-end solutions and ensures the optimal deployment of automation solutions within the overall solution.

