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Web-to-Print Applications: Dynamically Generated Documents for Printing

The Web-to-Print Applications we build are dramatic time savers and stress reducers for clients. They enable clients to dynamically generate customized presentations, proposals, lookbooks, and other sales and marketing materials based on pre-set template options. The created materials can then be outputted via Word, PDF, website, and executable files for iPads and offline laptops.

Why Clients Love Web-to-Print Applications

A core function of sales and marketing departments, especially in professional service businesses, is to create customized collateral to support sales and marketing activities. The process is notoriously time consuming and prone to errors. Some of the common issues include: relevant content is scattered across previously created materials, different versions of the same types of content are hard to distinguish, design and formatting is inconsistent within and across materials, and content changes are difficult for managers as well as compliance departments to track and approve.

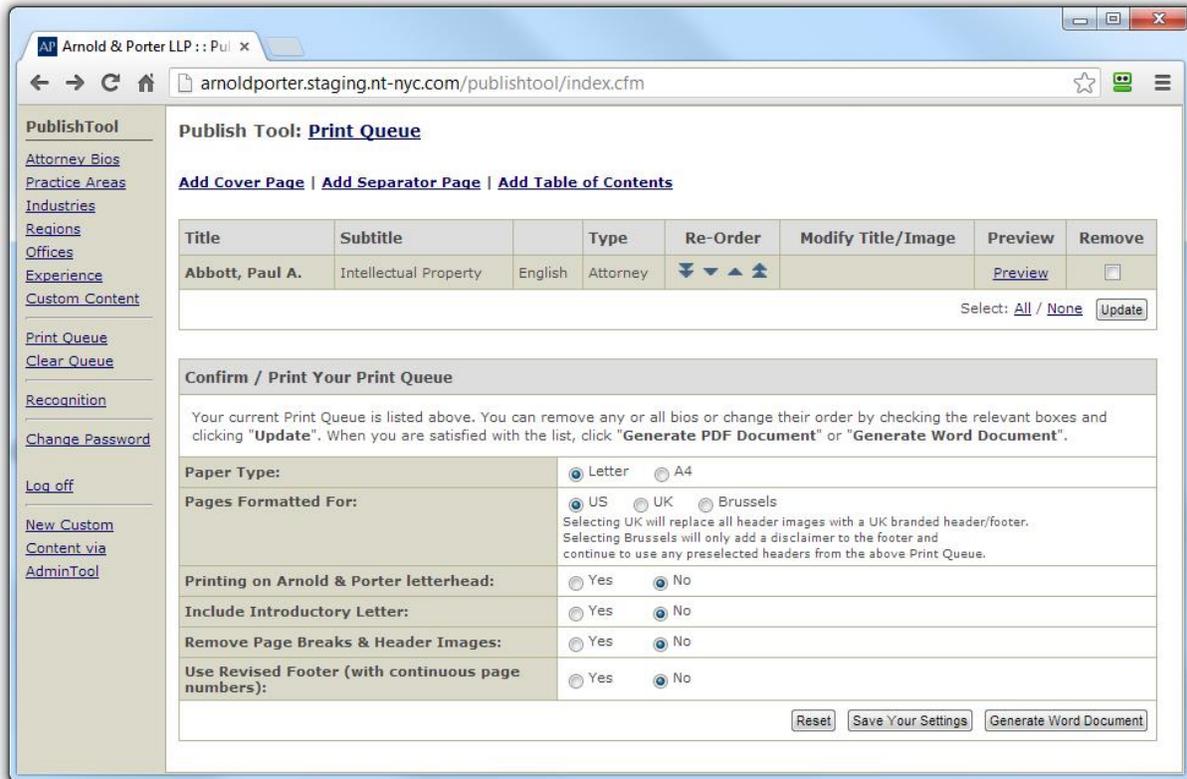
We build Web-to-Print Applications to streamline and make this process dramatically more efficient. The typical core features within these applications are:

- User Roles: functionality to enable or restrict adding content, editing content, approving content, generating output versions, and more.
- Content Selection: easy-to-use interface with browsing and shopping cart-like functionality to select and sequence content often from multiple internal and external data sources.
- Content Editing: centralized content editing tools for updating source content, creating additional versions of content (e.g. someone's biography for a different industry), and creating one-time-use content.
- Document Structure: document structure controls for handling different types of letterhead, header and footer customization, page format (letter vs. A4), cover and automated table of content pages, picture editing, blank placeholder pages for inserting other pre-printed materials, and more.
- Approval Process: structured workflow for reviewing and approving content changes.
- Output Options: multiple print and electronic output options including Word, PDF, website, and executable files for iPad and offline laptops.

Arnold & Porter: Dynamic Creation of Customized Pitch Books and Proposals

Arnold & Porter is a global law firm with over 800 attorneys across 9 offices. To support their attorneys' sales activities, the marketing department creates pitch books and proposals that must be accurate and look perfect every time. We built a Web-to-Print Application to help them make this process more efficient.

Print Queue Functionality



The marketing staff can select information from the firm's website and other internal content databases and add that content to a print queue. From the print queue they can add cover, table of contents, and separator pages. They can also select unique layout templates for each type of content, adjust headers/footers and page sizes (US and International), and output the formatted content as Word or PDF documents.

Dynamically Generated Attorney Biography

AP-Abbott - Microsoft Word

File Home Insert Page Layout References Mailings Review View Developer Add-Ins

COMMITMENT | EXCELLENCE | INNOVATION

ARNOLD & PORTER LLP

BIOGRAPHY

 **Paul A. Abbott**
Associate

Paul Abbott is an associate in the intellectual property group where he focuses his practice on contentious intellectual property matters, in particular patent litigation involving cross-border aspects. Paul has been involved in patent cases in fields as diverse as enzyme formulation, construction, mobile telephony and medical devices, and has experience of proceedings in the UK Patents Court & Patents County Court and Opposition & Appeal proceedings at the European Patent Office.

Paul qualified as a solicitor in England and Wales in September 2010. Prior to practicing law, he completed a Masters in Chemistry at the University of Oxford (Hertford College), graduating in 2005.

Since qualifying, Paul has completed the Postgraduate Diploma in Intellectual Property Law and Practice at the University of Oxford, achieving a Pass with Distinction.

Representative Matters

- Acting for a leading developer and manufacturer of industrial enzymes in a pan-European patent dispute with its major rival in relation to animal feed products.

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Practice Areas
Intellectual Property
Litigation

Education
Post Graduate Diploma in Intellectual Property Law and Practice, *with distinction*, Oxford University, 2012
LPC, *with distinction*, BPP Law School, London, 2008
Graduate Diploma in Law, *with distinction*, Oxford Brookes University, 2007
MChem in Chemistry, *First Class Honours*, Oxford University, 2005

Admissions
England and Wales

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The generated document is perfectly formatted and outputted for further editing, saving, printing, and electronic distribution if desired. In addition to the following example showing one generated attorney biography via Word, the application can generate documents with all types of firm information including practices areas, industries, offices, experience, and more.

How We Can Help

If you are creating a moderate-to-high volume of presentations, proposals, or lookbooks per month, we can help you streamline the process and increase the accuracy, consistency, and speed in creating these materials. We have significant experience assessing and solving these types of operational challenges.

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