

Financial



Moving At The Speed of Money

Every day, it's a race to get your insurance and investment product information into the hands of wholesalers, advisors and broker-dealers throughout the country. Sell sheets, rate fliers, postcards...everything that promotes your firm competes with hundreds of others. The key is efficient marketing services.

Marketing Services for Today's Investment Firm

It's a competitive, fund manager-eat-fund manager world out there. We get it. Like you, we're competing with new forces so we've reworked our business model to put consultative services at the forefront of everything we do – not the ink or the paper. As a multi-dimensional, multi-faceted marketing services company, we employ new technologies to help investment firms create cost-effective, efficient marketing support plans, and then execute expertly.

Our mission is to save you money and time, not to print stuff. Our ultimate goal is to improve the impact of your marketing materials, not distribute them. Our top priority is to streamline the ordering process of sales literature, not kit it. (Of course, we do all that too).

At TGI, we re-engineer the entire marketing support process – from order placement to print to fulfillment and distribution...eliminating steps, cutting out middle men and streamlining just about everything.

We look at the big picture, and then find a better way to produce it.

With TGI, There's A Better Way

TGI works with financial services companies of all sizes to customize solutions that meet your specific needs – like quick turnarounds before rate and performance data change (again). No one else does it faster. That's a promise.

To speed legal approvals, we print short runs of prototype materials for advance review before general availability. Need a better way to manage distribution of materials? We also streamline the inventory, kitting, and delivery of all your marketing pieces – even setting up and running on-demand print operations in your facilities.

With TGI, it's also easy and efficient to provide all of your advisors, agents and brokers with personalized marketing materials. They simply go to our convenient online ordering portal, select the literature, customize it with their name and contact details, and place the order. Done. (Busy brokers are hooked!)



Case In Point:

TGI Automates Marketing Services Large Investment Firm

One of the largest financial services firms in the nation with \$162 billion in assets headquartered in the Philadelphia region had been spending a budget-busting amount of both money and time to support its 500+ wholesalers with personalized marketing materials. Ordering fund manager sheets, for example, required many cumbersome steps. Wholesalers had to place orders manually, get approvals, make the customization, and contact an outside fulfillment company with every order.

TGI understood the problem immediately – it's something we've tackled before. We dug right in and automated the process with the latest technologies. Now, wholesalers and brokers can visit the firm's online

marketing portal, choose from over 1500 items, search by category or code, and place the order – in quantities as few as 1 and as many as needed.

To make things better, TGI enabled the firm to bring all fulfillment in-house by equipping its center with a small on-demand print operation to easily customize marketing pieces or quickly make performance and rate changes without storing printed literature that would soon be out of date.

The company has saved two to three million dollars in just 18 months, and has regained control over the marketing support process. Today, TGI continues to maintain the portal, run the on-demand print shop, and ensure quality standards – and so far, so good. So very, very good.

Why TGI?

- Consultative Support
- Color Experts – from traditional and digital, to wide formats and unusual substrates
- State-of-the-Art Technology with Web Storefronts
- Fastest Turn Around
- Granular Customization
- One-Stop Turnkey Shop – from planning to fulfillment and inventory management
- Short-Run, On-Demand Printing Support



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