



Call us ...

We may be a little bit old fashioned for a high-tech company – We would like to talk to you.

When you are ready to discuss your needs, call us at 972.248.0451 X 230.

Available Catalogs

• Neighborhood Clusters

Covers the Neighborhood Cluster product and its benefits to users for mailing, delivery and target marketing.

• Address Lists

Covers the 150 million plus household address file owned by Willowbend and the options for renting and using the file.

• Target Marketing

Covers the data files that are available for use in target marketing programs for mailing or for delivery or route service companies.

• Data Services

Covers the in-house services that Willowbend provides including data hygiene, lists standardization, geocoding, router building and more.

Applications

Covers the proprietary applications developed by Willowbend including Route Xpert², Operations Xpert (A publication or product web delivery information portal), Mailing Xpert and Publications Xpert.



21st Century GeoMarketing Solutions

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October,
2009

Applications Catalog



Applications for the Web, Desktop and Enterprise

Distribution
Delivery
Mailing

Solutions For GeoMarketing

GeoMarketing is the integration of geographic information into direct mail programs, target marketing campaigns, and distribution processes. Integrating geographic information into these areas of business increases the cost effectiveness of any marketing program or distribution process..

Willowbend Corporation

Willowbend Corporation has been in the business of delivering sophisticated GeoMarketing solutions since 1988. Willowbend owns an address file of over 150 million households and business in the US, maintains a digital map of the US, has developed its own proprietary applications for distribution, mailing and marketing and is ready to help you find the answers.

Solutions for Delivery Companies and Mailers

Xpert Series Applications

Xpert Series applications are targeted to meet the needs of companies whose business processes include delivery, route and territory management, or mailing.

Operations Xpert is perfect for companies delivering publications, magazines, samples, directories or advertising to residences and businesses. Because Operations Xpert is web based, it meets the needs of companies with distributors and delivery personnel who do not regularly come to a central facility to perform their work.

Route Xpert² creates and manages delivery routes and territories to provide the optimum delivery profile for an area. Route Xpert² can utilize an existing route or territory pattern or it can access Willowbend's Neighborhood Cluster Aggregated Data product where existing definitions provide a perfect starting point.

Mailing Xpert is the premier daily newspaper Total Market Coverage application for

processing mailed advertising to non-subscribers to a publication. Over 3 billion pieces of mail are entered annually from Mailing Xpert Users.

Publications Xpert is a mailing product that is designed to process Periodicals mail.

Xpert Applications are enterprise level products with security and are classified as "high availability."

Xpert Applications have been certified through Intel's testing program conducted by SpikeSource, a software testing provider. The testing evaluated the applications for security vulnerabilities.



“Byrdes of on kynde and color flok and flye always together”

No, spell check did not fail us.

This is the original quotation from The Rescuing of Romish Fox, by William Taylor -- first published in 1545. Taylor didn't know the wide spread usage his prose would find over the centuries.

Today we say "Birds of a feather flock together." This phrase has become one of the basic premises of target marketing in the 21st century. No one can waste money on marketing or distribution programs without knowing where the birds flock -- and what is the best way to reach them.

Retailers must know what potential customers are located close enough to their stores to be prospective customers. Target marketers must know what households or businesses share similar characteristics to be prospective buyers. Delivery companies must know which geographic areas are best combined into routes and delivery sequences. Media companies must be able to provide prospective advertisers with logical, tight groups of consumers that are their best audience.

Meeting these needs is what Willowbend's Neighborhood Clusters are all about.



What are the benefits of using a Willowbend Application?

Here are a few

We are experts in managing geography and business needs that center around geography

We have been managing and helping businesses manage needs in this area of business for over 20 years. We own an address file of over 150 million addresses in the US that are kept to USPS standards every two months. When you manage that much data you get to know all the nuances that you have to consider in assisting businesses with their needs in routing, mapping, delivery and territory management. Our experience in these areas is inherent in each of our applications. We have experience with hundreds of businesses that needed to manage distribution or mailing programs. Our applications are time tested and real world proven. .

We match user interfaces to user skills and needs

Some of our applications are browser based and utilize the keep it simple approach for users that do not have the time or need to understand the technical details of

how an application works. Other applications, like Route Xpert² utilize a desktop graphical user interface to allow for more sophistication in the application than would be available if it was a browser interface. Mailing Xpert utilizes both a browser interface for plant level users while power users have access to a sophisticated GUI that allows them to manipulate the market in an almost unlimited number of ways. Periodicals Xpert addresses the need for a sophisticated product to handle the mailing of magazines and newspapers. It too utilizes both a GUI and browser interface.

Our applications don't "choke" on large data sets

A lot of applications look really good in demonstrations, but when reality sets in they are not as robust as you need. We use our own applications to manage our address database of over 150 million records. We use our own applications to manage our national digital street file. That should give you an idea of what we consider robust. One large major client has over 250 users simultaneously accessing one of

our web applications. Another handles nearly every newspaper in Southern California in a mailing program.

We believe you probably know more about the local market than we do

All of our applications allow users to edit the local geography to meet up with the knowledge they have of their markets and neighborhoods. If Willowbend's neighborhood Clusters are being utilized in the geographic infrastructure, our applications allow for the rapid deployment of split or combined clusters into Geo-Divisions that can be utilized to build routers and territory boundaries.

Microsoft tools and servers in our applications do not require specialized personnel to manage them

We don't buy applications that require we employ specialized personnel to execute or manage them and we don't want you to either. Our applications are build



Solutions – Not Problems

on Microsoft tools and servers and fit into almost any IT environment in the world. MS SQL Server is the database server under the applications. It will not cost you and arm and a leg – yet it is robust enough and scalable enough to handle any assignment.

If you pay for support you deserve all our upgrades

We don't understand companies that want you to pay for support and then charge you for new versions when they come out. With our applications if you pay for support you receive at no added

cost all the updated versions we develop and distribute.

24 by 7 by 365

Our applications are enterprise ready. They must operate on a High Availability basis and so do we. Have a need for support at every hour of the day and night. We can accommodate you.

We don't think you will call often – but if it makes you feel better ...

A Willowbend Applications Success Story

A large daily newspaper chain needed to replace an outdated system to provide its distributors with the information they needed to meet the complex delivery rules the newspaper uses today.

Willowbend provided the company with Operations Xpert – a web based interface allowing distributors remote access to address searches, delivery instructions, driving instructions, complaint information

and gave them the ability to set up their own individual routing structure within the general area assigned to them by the newspaper company



A Few Use Cases

Operations Xpert

- Publication Delivery
- Catalog and Directory Delivery
- TMC Delivery

Mailing Xpert

- TMC Mailing
- Selective Packaging and mailing
- Geo-Demographic Targeting

Publications Xpert

- Publication Periodicals Mailing

Route Xpert²

- Delivery Route Management
- Sales Territory Management
- Sequenced Delivery Manifests
- Route Optimization

Our Secrets? Data ownership, leading edge technology, and over 50 years experience

When you own an unduplicated address list of over 150 million residences and businesses in the US you can do many things someone who has to rent a list cannot do. We maintain our list to USPS standards every 60 days and link commercially available data as well as our proprietary Neighborhood Clusters to the addresses.

We write and maintain the software and create the technology that is used to manage our data. We created our own geocoder to address problems we saw in the commercially available ones. We developed our own application to generate driving and walking sequences in Neighborhood Clusters and routes. We have proprietary applications installed in enterprises delivering billions of consumer products annually.

Our principals have over 50 years of GeoMarketing and application development experience between them. Our experience shows in our client list that is covered with Fortune 500 companies.

