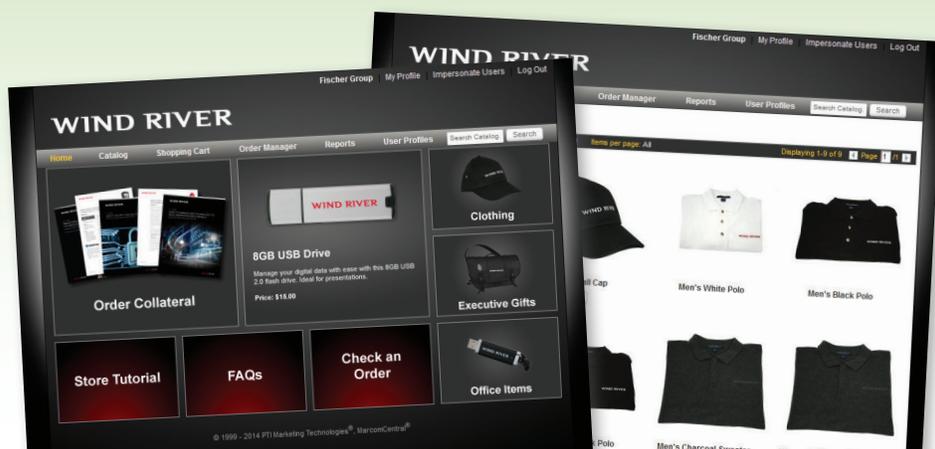


"...they have distinguished themselves with matchless customer service, enabling us to deliver everything from basic data sheets to fully-custom sales enablement assets."

Mychal McCabe
Vice President, Corporate Marketing
Wind River



Customer Story

Wind River

Wind River, a wholly owned subsidiary of Intel Corp., is a world leader in embedded and mobile software technology. Their international reach and the delivery expectations of the clients, teams, and shareholders of a technology company raise the standard for the quality of their printed materials and the speed at which they reach their audience.

Always on the cutting edge, Wind River has been an early adopter of everything that could streamline their processes, and has never been afraid to challenge us to create a great impact. This kind of relationship is adventurous, and can include some risky projects and timelines. No one understands this risk better than Mychal McCabe, Vice President of Corporate Marketing at Wind River.

"Scott [Burford, president of Fischer Group] and his team have provided Wind River with web-to-print capabilities and print services for fifteen

years. Along the way they have distinguished themselves with matchless customer service, enabling us to deliver everything from basic data sheets to fully-custom sales enablement assets."

Scott has had to roll up his sleeves and jump into production overnight, assembling company playbooks for their European operation's annual meeting. With literally all hands on deck, he helped put boxes of those playbooks together and drove them to the plane the next morning so they would arrive in Munich with the Executive Team, bright, beautiful, and on time for the kickoff. The result was an inspirational meeting based on a great presentation. The supporting materials merely supported. At Fischer Group, support is what we do best.

If we can help you evaluate whether a marketing asset management solution makes sense for your business, or if you'd just like to know more about how marketing asset management solutions work and what benefits they provide, contact Scott Burford at 707-745-8151 or by e-mail at scott.burford@sbfischer.com.

Additional customer stories, white papers, and executive summaries can be downloaded from our website: www.smartstorepro.com.

