



**JAMES TOWER**  
Simple. Sensible. Effective.

## Fact Sheet



**Mission:** Through the passion and talents of our people and our flexible, practical approach, we partner with our customers to define, develop, and deliver superior technical and creative solutions. We exist to create long-term success, security, and opportunity with our clients, for our people, and for our company.

### Customer Focus:

#### Corporate Marketing Managers

The marketing business unit focuses on corporate marketing departments with a distributed sales force who want to apply technology to their marketing strategies.

#### Enrollment and Admissions Professionals

The higher education business unit provides an unparalleled range of recruitment communication services for admissions recruiters in institutions of higher education.

#### Online Marketing Managers

The online marketing business unit focuses on traditional catalog companies who want to successfully sell their products and services through the Internet.

#### Printers and Print Buyers

The print and print buyer business unit offers a complete line of sophisticated Web-to-print technologies for both print buyers and printers, streamlining the ordering and managing of customized print.

### Services:

#### Web site Hosting Services

James Tower's premiere hosting facility supports over 800 million hits per month and \$1 million of e-commerce business per day with 99.9 percent up-time.

#### Creative Services

James Tower's creative team has the expertise and talent to take your creative projects from concept to completion. Services include multimedia design and development, Web site design, publication design, and brand development.

#### Technical Services

James Tower's skilled systems engineers develop and execute customized solutions in a timely and cost-efficient manner. Services include Web development, Web database design, architecture design, and technology consulting.

#### Client Services

James Tower's client services team consists of technology experts dedicated to providing immediate support to you and your customers via phone, online chat, and e-mail.

### Contact Information:

#### **Mankato Office: James Tower**

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## Cornerstone Products:

### **Axonis™**

Axonis™ is our automated marketing solution where marketing departments can create and control marketing campaigns and their dealers can easily customize them – all within a Web browser.

### **RedDot™**

RedDot™ Enterprise Content Management Suite (CMS, XCMS, and Live Server) allows organizations to manage their information intelligently by giving them the ability to manage change, automate manual processes, remove barriers between departments, and control organizational assets without large investments in infrastructure, time, and resources.

### **Blue Ox Mailbox™**

Blue Ox Mailbox™ is our e-mail marketing solution that provides our customers with the necessary tools to create text or HTML messages completely on their own, using sophisticated, yet easy-to-use administrator tools.

### **AdmissionsGenie®**

AdmissionsGenie® is our Internet-based college and university recruitment service. This comprehensive service uses a proven combination of communication tools including personalized e-mails, interactive Web sites, message boards, and student-authored profiles to create human connections with prospective students.

### **Cross-Wind®**

The Cross-Wind™ solution is our complete procurement and vendor management system that streamlines the print procurement process. It improves a company's bottom line by leveraging volume discounts, expediting time to market, and eliminating errors. In addition, Cross-Wind creates efficiencies by managing communication, enforcing standards, and controlling workflow while enhancing current supplier relationships.

### **Online Data Transfer™**

Online Data Transfer™ (ODT), our custom print solution, is an Internet-based corporate ordering center that provides a more efficient approach to processing customer transactions. Companies use the online solution to streamline the ordering process for printed materials, while maintaining corporate identity.

### **Internet Retailing System**

Our Internet Retailing System allows companies to put their print catalog online quickly, cost-effectively, and in a manner that fits how their customers buy. All the services necessary to increase sales and retain customers are included – e-mail marketing, search engine marketing, and Web analytics.

## Partnerships:

Since 2003, James Tower's higher education business segment has partnered with **Noel-Levitz**. Noel-Levitz consults with enrollment professionals at colleges and universities offering research and strategy development in the following areas: recruitment and financial aid, student success and retention, marketing research and communications, and professional development. Their offices are located in Iowa City, Iowa, and Denver, Colorado.

James Tower's higher education business segment also partners with **Neuger Communications Group** located in Northfield, Minnesota. Neuger is a full-service, strategic communications firm providing strategy development to companies nationwide.

James Tower is a Premium Partner of **RedDot Solutions**, a recognized leader in content management systems (CMS) and enterprise content management systems (ECM) for mid-size organizations around the world. As one of two premium partners in the United States, James Tower offers an expansive and robust RedDot solution. With this partnership, James Tower has access to unlimited training and certification opportunities for its Web developers as well as access to new product releases and unlimited technical support.

