

It's time for a new approach to print on demand.



Banks and credit unions allocate **33%** of their marketing budget to direct marketing.

Say hello to **BRAD.**

Harland Clarke's BRAD solution offers financial institutions an automated and scalable self-service resource for efficient marketing planning and execution.

Fully customizable and scalable, BRAD gives financial institutions of all sizes one place to gain coordinated control over marketing asset creation, management, and distribution.

**OLD PRINT ON DEMAND**

**Manual system**

Up to **50** hours

**Lengthy** approval process

**Many** steps

**Frustrating**

**Non-compliant**

**NEW PRINT ON DEMAND**

**Easy**

**Reduced** marketing involvement

**Automated** system

**Reduced** approval time

**Compliant**

Less than **three** hours

Optimize your **strategic marketing efforts.** Anytime.

Learn more at [harlandclarke.com/BRAD](http://harlandclarke.com/BRAD)