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# *LogoMix*

## LogoMix joins ADP® Marketplace with a one-click solution to create and procure employee business cards

LogoMix, Inc. helps companies optimize workflow and process by demonstrating to prospective clients: "The business card has not changed – but the way you create and print one has."

"We've revolutionized the way many businesses build and manage their brand identity," explains Phil McMannis, Vice President of Product & Engineering at LogoMix. "More companies are using our platform to create and order business cards for their employees securely and accurately online with virtually a single click." Over 300,000 businesses worldwide have already utilized the LogoMix online global marketing and branding platform for fast-and-efficient business card ordering and distribution.

**LogoMix** Enterprise

The Massachusetts-based company believes that continued business growth is about continuously focusing on moving forward. One of its newest and most prominent launch points toward an even greater sales footprint? Joining the ADP Marketplace, a new cloud-based app store designed to help employers dynamically manage an ecosystem of enterprise applications from ADP and world-class partners.

### Business Challenges

- Help clients minimize manual work
- Eliminate costly IT projects
- Demonstrate tangible savings for clients

Minimizing employee, IT, and management time dealing with tasks that don't directly contribute to the organization's mission and key goals is a perennial business challenge for employers. LogoMix invites companies to apply its technology to automate the ubiquitous task of ordering employee business cards. In the process, its clients are saving time, reducing costs, and improving productivity.

### Solution

**Apply Technology to Automate Tasks**

"We're using technology to make a traditionally slow, complicated, and expensive process fast, fun, and easy to use," McMannis notes. "With LogoMix, ADP clients around the world, through a single sign on, can securely access their pre-integrated accurate workforce data to quickly create business cards for existing and new employees. For example, you can create and order business cards for 10 employees in only three minutes, start to finish – compared to hours using traditional methods."

McMannis adds, "When ordering cards manually, it can take ten days or more from start to finish. for cards to get to recipients. With LogoMix, clients receive cards within just a few days. This means new hires and promoted employees can have cards waiting for them on their first day."

*Build and manage a better workforce with HCM apps from ADP's certified partners. Easily manage your entire suite of products and apps through a secure, cloud-based central hub – ADP MARKETPLACE.*

*ADP Marketplace Partner:*

LogoMix, Boston, Massachusetts

www.logomix.com

Business: Self-service platform solution that helps companies produce business cards

*Learn more about LogoMix at: marketplace.adp.com.*

### Drive Sales Via New Online Channels

The LogoMix solution is built to serve businesses in an enterprise-application shopping environment. This makes the ADP Marketplace an ideal channel for LogoMix to expand its business, McMannis observes, adding, "Companies not only get to know us through the ADP Marketplace, but also can act immediately on their decision to evaluate and buy."

### Add Value to Customer Relationships

The value of the LogoMix business card procurement solution resides in a savings of both time and money – mainly through increased productivity. "The ADP Marketplace is another important way for us to connect with companies that can benefit from our solution," says McMannis. "That includes just about any company that uses business cards and wants to lessen menial tasks and errors so that their employees spend more time on what really matters and less time on things that don't."

The added value of automated over manual processes is measureable, says McMannis. "Not only do clients save money on employee time, but our technology allows us to offer competitive pricing that can lower our clients' business card costs by 20 to 30 percent."

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### The Value of ADP Marketplace

"Working with ADP has been easy. ADP's cloud-based APIs and their technical teams made it possible for us to develop an integrated app in only four weeks," says McMannis.