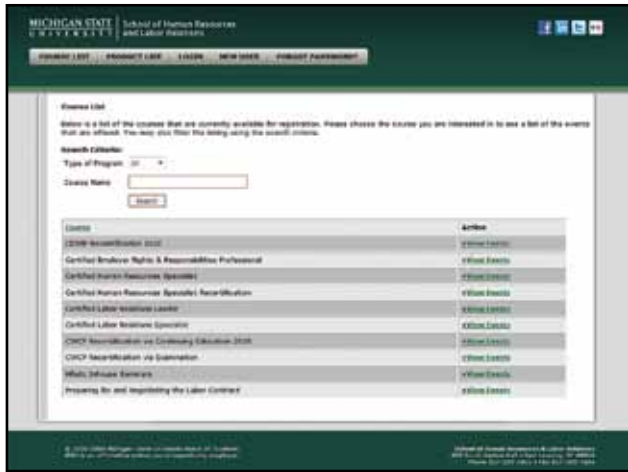
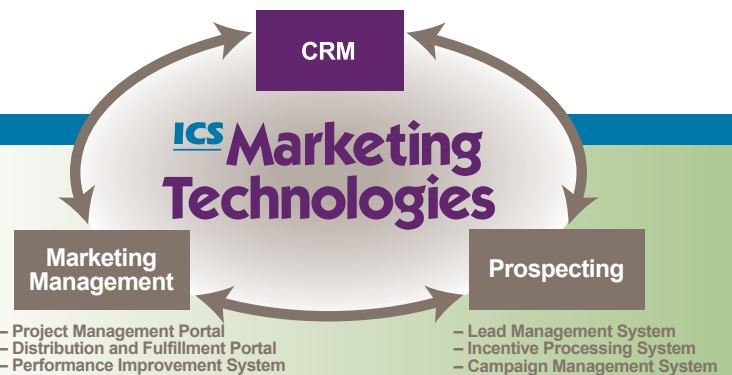


Enrollment & Registration System



MSU needed a secure, cost-effective online registration tool that worked with existing shopping cart features.

- Enrollment System
- Customer Satisfaction Portal
- Marketing Data Warehouse Portal
- Customer Relationship Management System



Marketers need a cost-effective, simple way to enroll or register customers, prospects, employees, members, students and others into various programs and events. Sometimes, you need even a little more help – such as payment processing, downloadable certificates and integration with your overall marketing strategy.



ICS reduced MRA's costs with a re-usable, online enrollment & payment processing tool for 25,000 exhibitors and attendees.

Planning a product launch? Ride and Drive?
Need event registration for members or students?
Some other challenge? Just call us for help.

With ICS's Enrollment & Registration System, you can...

- **Control and customize** your online enrollment content
- **Drive down costs and complexity** on all programs, large or small
- **Combine** consumer and program headquarters' system architectures
- **Always be in-the-know** with online access to status reports
- **Get additional support** where you need it (e.g., analytics, email deployment, list strategy, fulfillment, creative, production and more)

To see how we helped Hyundai, MSU and others, visit www.icshq.com/marketingtechnologies

Connect with us:



4225 Legacy Parkway • Lansing, MI 48911 • phone 1.888.394.1890 • fax 517.394.7408 • www.icshq.com

ICS Marketing Technologies

Custom Web Portal Systems at Off-the-shelf Pricing

Data-driven, Web-based platforms dramatically impact your marketing results. ICS Marketing Technologies gives you secure, Web-based portal solutions built for your common, marketing needs.

With ICS Marketing Technologies, you can...

- *Save time & money managing your marketing programs*
- *Focus on business growth, not marketing implementation*
- *Track programs in real-time – easily & securely from any place, at any time*
- *Be more effective in your CRM, prospecting and management activities*

We customize each Web interface for you, but re-use “back-end” technology. That’s how you get a custom solution at such a great price.



Learn how these Marketing Technologies can grow your business.
 Visit www.icshq.com/marketingtechnologies,
 call or email us.

For ICS Marketing Technologies case studies, visit www.icshq.com/experience



When You Need to...

- Find & Convert Your Best Sales Leads*
- Integrate Your Online & Offline Marketing*
- Enhance Customer Communication Relevancy*
- Reduce Marketing Costs & Management Time*
- Measure & Optimize Your Marketing Efforts & Prove Increased Sales*

You Need...

ICS Marketing Services
 Your Integrated Marketing & Technology Experts