

Allegro Sponsors Chicago Salesforce.com User Group Meeting

Educates group about on-demand marketing and FreshDM for AppExchange

CHICAGO, Ill., Feb. 5 (SEND2PRESS NEWSWIRE) – Allegro Communications, Inc., direct marketing creative agency and developer of FreshDM (freshdm.com), sponsored the Chicago Salesforce.com User Group meeting in December. Allegro educated the group about mail on-demand and print fulfillment techniques. In addition, Allegro provided a live demonstration of FreshDM – a certified application on the Salesforce.com AppExchange.



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During the presentation, Allegro's EVP, Ada Vaughan, explained how variable print on-demand takes advantage of "cloud computing" to create highly customized printed versions of a company's marketing materials. Vaughan also compared services of other on-demand providers on the salesforce.com AppExchange.

Vaughan then walked Chicago User Group members through a live demo of Allegro's mail and print on-demand application: FreshDM. Like Salesforce.com, FreshDM is sold as a SaaS offering. Customers' marketing materials are stored and served from the computing "cloud" – with no software to maintain.

See FreshDM on the AppExchange at salesforce.com/appexchange/detail_overview.jsp?NavCode__c=&id=a03300000040PGA AA2

According to Denise Carbone, co-leader of the Chicago Salesforce.com User Group, "Our members were excited to learn more about print fulfillment and mail-on-demand services. This presentation was especially valuable to members interested in extending Salesforce's marketing capabilities." She adds, "Members are looking for ways to integrate Salesforce.com with other applications to give their users more versatility and automation."

FreshDM gives marketing managers the power to send out variable, dynamic marketing and collateral materials in a matter of minutes, rather than days or weeks. Users can dramatically reduce the time and money required to make minor revisions or create multiple versions of marketing materials. FreshDM eliminates waste and cost overruns associated with pre-printed materials – especially those that expire – and helps companies adhere to branding standards, print less, and mail more effectively.

At the December meeting, the Chicago User Group Community also sponsored a drive to aid the Heartland Alliance. Members donated items to be used to create "Home Starter Kits." The Heartland Alliance is a service-based human rights organization focused on helping the most poor and vulnerable in society succeed. They help more than 100,000 people annually, including the homeless, low-income families and immigrants.

Allegro Communications, Inc., a direct marketing firm based near Chicago, has been helping clients create strategic, results-driven direct marketing communications since 1990. For more information, visit www.allegrolink.com.

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