








Yac : Elements Current Marketing and Product literature

| Item | Example | Format | Purpose | Availability | Target Audience | Function |
|---|---------|--------------|--|--------------------------------------|--|--|
| <p>Company Profile</p>  | | PDF | <p>One Page corporate company profile – for requests about company background</p> <p>Who are Yac?</p> <p>What does Yac do?</p> <p>Who are Yac's customers?</p> | <p>Post</p> <p>Web</p> <p>e-Mail</p> | <p>LOB Directors/Managers</p> <p>Partners</p> <p>Investment requests</p> | <p>Company Profile dissemination</p> |
| <p>Yac IM Datasheet</p>  | | PDF | <p>For information requests about Yac IM</p> | <p>Post</p> <p>Web</p> <p>e-Mail</p> | <p>Prospects</p> <p>Customers</p> <p>Press</p> | <p>Product education</p> <p>Sales Tool</p> <p>Information request fulfilment piece</p> |
| <p>Yac Fax Datasheet</p>  | | PDF Print | <p>For Information requests about Yac Fax</p> | <p>Post</p> <p>Web</p> <p>e-Mail</p> | <p>Prospects</p> <p>Customers</p> <p>Press</p> | <p>Product education</p> <p>Sales Tool</p> <p>Information request fulfilment piece</p> |

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| <p>Yac</p>  <p>Email</p> | | <p>PDF Print</p> | <p>For Information requests about Yac Email</p> | <p>Post Web e-Mail</p> | <p>Prospects Customers Press</p> | <p>Product education Sales Tool Information request fulfilment piece</p> |
| <p>Yac Conferencing</p>  | | <p>PDF Print</p> | <p>For Information requests about Yac Conferencing</p> | <p>Post Web e-Mail</p> | <p>Prospects Customers Press</p> | <p>Product educations Sales Tool Information request fulfilment piece</p> |
| <p>Yac Call Manager</p>  | | <p>PDF Print</p> | <p>For Information requests about Yac Call Manager</p> | <p>Post Web e-Mail</p> | <p>Prospects Customers Press</p> | <p>Product educations Sales Tool Information request fulfilment piece</p> |
| <p>Yac Business Startup</p>  | | <p>PDF Print</p> | <p>For Information requests about Yac the Yac business startup proposition</p> | <p>Post Web e-Mail</p> | <p>Prospects Customers Press</p> | <p>Product educations Sales Tool Information request fulfilment piece</p> |