








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>

<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>