

# Become The Voice Of Trending Industry Topics

## Custom White Paper

Custom White Papers establish subject matter expertise and thought leadership while driving high quality leads. White Papers are a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results. White papers make you an authority, a thought leader to your audience. You can drive high quality leads by showing your company's expertise or industry knowledge. You will receive:

- A subject matter expert author
- Content acquisition (custom or repurposed)
- Project management & production
- PDF formatted electronic files
- Registration capabilities (optional)

## Custom Infographic

Infographics draw a wider viewing audience to information that might otherwise be hidden in long-form content. Adding infographics to your content strategy helps build awareness around your brand, drives traffic to your website and encourages social sharing of your content. Infographics are very useful for brand awareness, increasing your web traffic, social sharing, and making data visual and easy to understand. You will receive:

- Custom design based on content
- Optimized images for sharing and social search
- Marketing and promotion (optional)

**ups**

### Stepping Up

How the CFOs of professional service firms are moving beyond traditional finance roles to support business strategy, execution and growth.

UPS IndustryWeek Management Briefing

**Executive Summary**  
This IndustryWeek management briefing examines how a growing number of CFOs and finance departments are taking business partnership roles in professional service firms. To discover exactly how CFOs are supporting business strategy and revenue growth, we talked to a cross-section of finance leaders from the sector. We found that they are accomplishing much with limited resources at their disposal. In addition to overseeing regulatory compliance and communicating current financial performance, they are building strong internal teams, driving culture change, and working collaboratively with key customers.

**Reconnecting Mobile Phone Users Faster**  
UPS integrates eSecuritel warehousing and fulfillment

With mobile phones being an essential part of daily life, quickly getting a replacement for a lost, damaged, stolen or malfunctioning phone is important to consumers. eSecuritel, a Brightstar company, provides affordable mobile device insurance and replacement services to consumers through mobile operators and retailers worldwide.

**BEFORE INTEGRATION WITH UPS**

- Inventory located at Brightstar facilities
- Items on order taken to transport facility
- Delivery to customer begins

TRANSIT TIMES TOO LONG | STAFFING SHORTAGES | DELIVERY SURGE ISSUES

**FROM DOCK TO DOOR** | eSecuritel can leverage UPS' infrastructure to support growth, while delivering the tightest turn around time possible.

**AFTER UPS INTEGRATION**

- Inventory transferred from Brightstar facilities to UPS campus
- Orders placed to eSecuritel call centers now filled by UPS
- This arrangement prepares eSecuritel logistics for the rapid growth of the business

24 HOUR SHIPPING NOW AVAILABLE | EXPERIENCED STAFF TO HANDLE HIGH VOLUME INDIVIDUALIZED DELIVERIES | UPS IS WELL EQUIPPED TO HANDLE ORDER SURGES

To learn more about the integration of UPS and eSecuritel, visit: www.ups.com

**ups WE LOGISTICS**