

ALLIANCE IMAGING CASE STUDY



Alliance Imaging is the nation's leading provider of diagnostic medical imaging services with over 20 years of industry experience. Alliance provides comprehensive turnkey solutions to hospitals and other health providers for MRI, PET, PET/CT, CT and Radiation Oncology. Alliance partners with hospitals and healthcare providers for diagnostic imaging centers, shared mobile services and cancer services with a focus on radiation therapy.

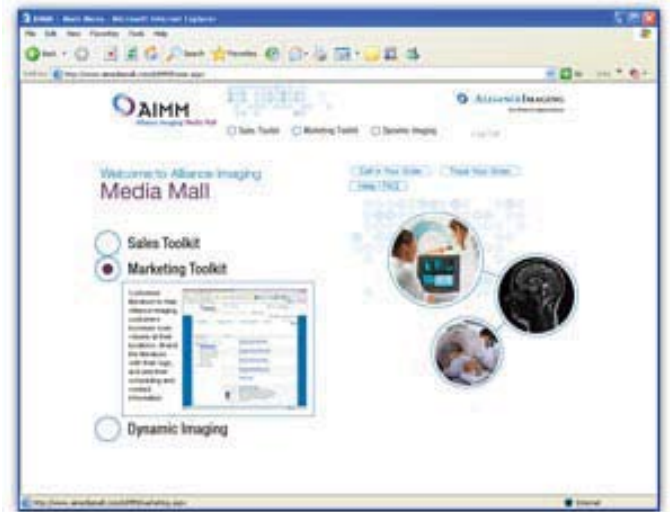
Alliance chose to partner with Dynamic Marketing Systems to develop the Alliance Imaging Media Mall (AIMM). The site was designed to provide customized marketing support materials to their hospital partners. Recently, the system was expanded to support Alliance's sales force in every aspect of the selling process, from lead generation to contract and beyond.

Today AIMM supports more than 250 sales, marketing and operations professionals. The web-enabled interface provides more than a thousand digital assets and hundreds of customizable templates, AIMM is an outstanding example of a Dynamic Marketing Center used to align sales and marketing activities.



Alliance's Media Mall empowers any of 250 authorized users to customize and produce more than 300 customizable templates for every stage of their sales and CRM cycles.

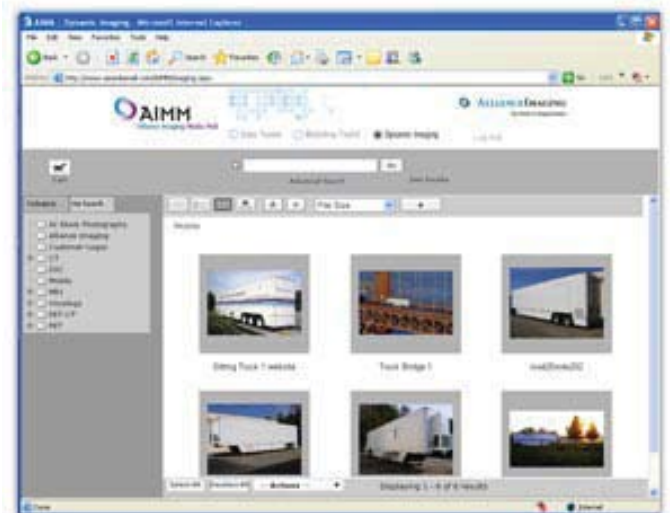
Supports mailing list management, printing and mailing fulfillment, among many other functions.



Menu Screenshot



Dynamic Toolkit Screenshot



Imaging Module Screenshot