



# *backstitch*

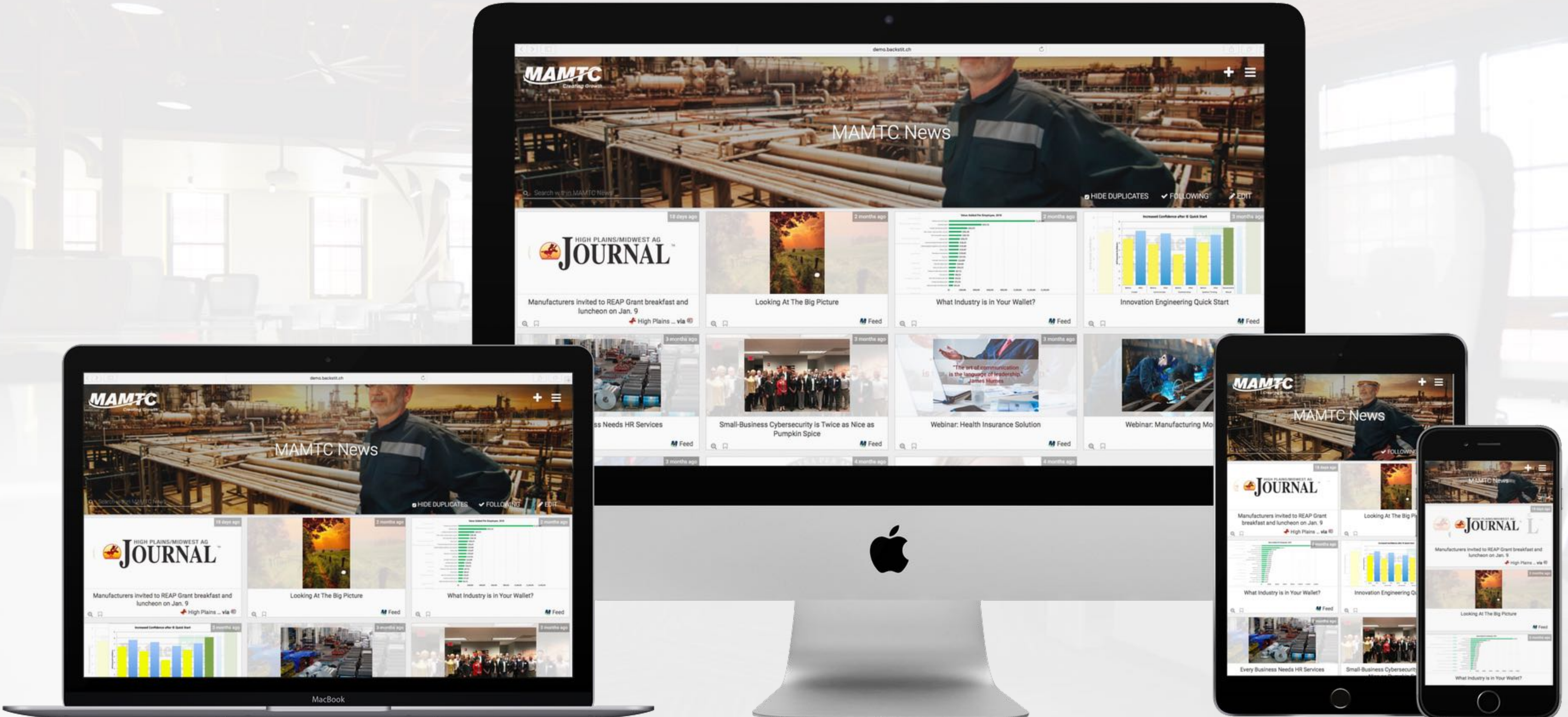


Lookbook

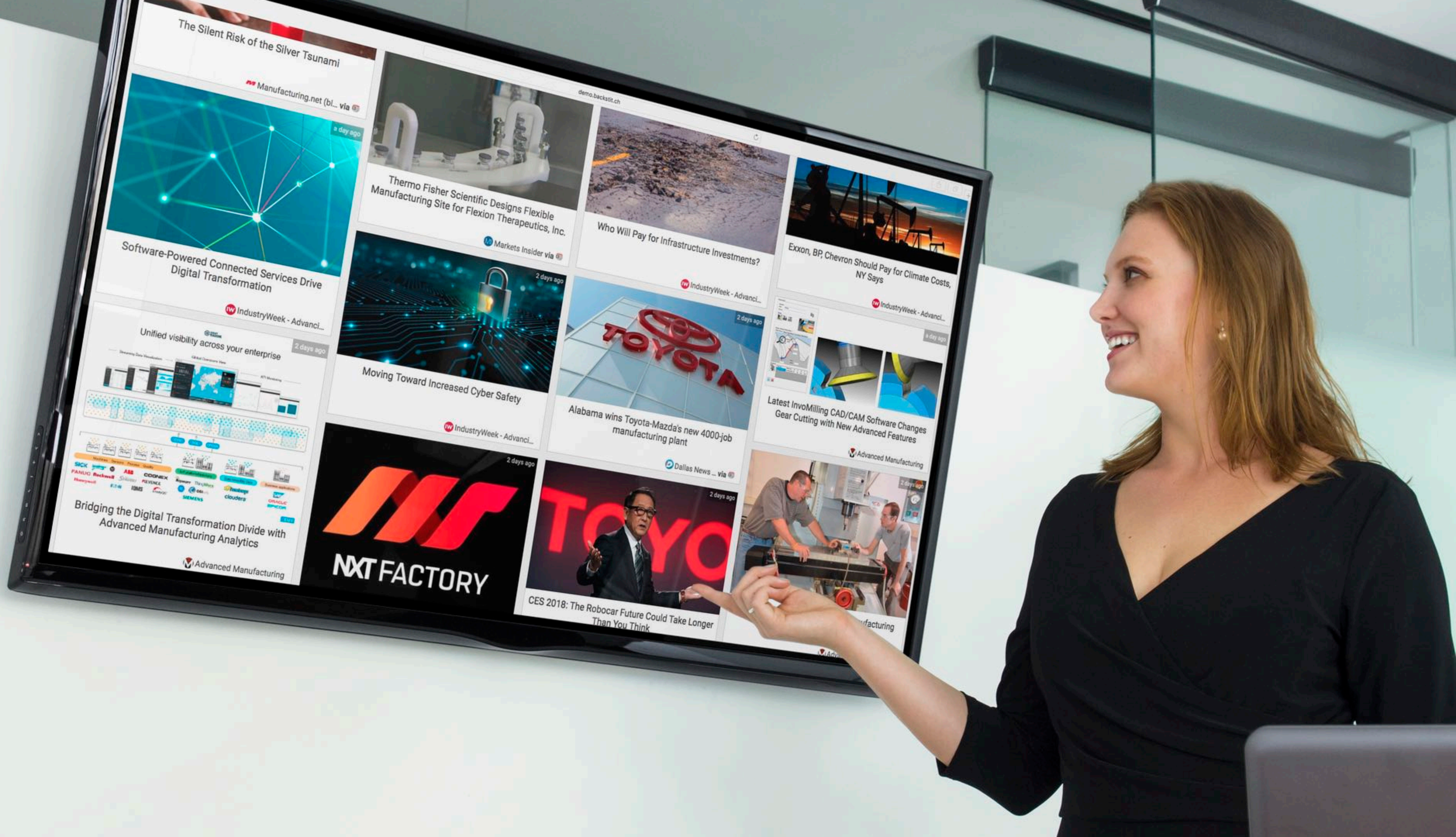
*January 2018*



# Reach All Team Members, On Every Device







The Silent Risk of the Silver Tsunami

Manufacturing.net (bl... via

a day ago

Thermo Fisher Scientific Designs Flexible Manufacturing Site for Flexion Therapeutics, Inc.

Markets Insider via

Who Will Pay for Infrastructure Investments?

IndustryWeek - Advanci...

Exxon, BP, Chevron Should Pay for Climate Costs, NY Says

IndustryWeek - Advanci...

Software-Powered Connected Services Drive Digital Transformation

IndustryWeek - Advanci...

Unified visibility across your enterprise

2 days ago

Moving Toward Increased Cyber Safety

IndustryWeek - Advanci...

Alabama wins Toyota-Mazda's new 4000-job manufacturing plant

Dallas News ... via

Latest InvoMilling CAD/CAM Software Changes Gear Cutting with New Advanced Features

Advanced Manufacturing

Bridging the Digital Transformation Divide with Advanced Manufacturing Analytics

Advanced Manufacturing

**NXT FACTORY**

**TOYOTA**  
CES 2018: The Robocar Future Could Take Longer Than You Think

manufacturing



# Craft Internal Content

The screenshot displays the Mamto internal content editor interface. The browser address bar shows `studio.backstitch.ch`. The page header is teal and contains the Mamto logo, the title "MAMTC RECEIVES REAP GRANT", a circular MAMTC logo, and a user profile "Mamto\_setup".

A left sidebar lists various tools under the "TOOLS" tab:

- Button Creator
- Poll Builder
- Post Summary
- Translate Language
- Feedback Tracker
- PDF Version
- Share to Twitter
- Web Version

The main content area features a rich text editor with a toolbar. The text of the article is as follows:

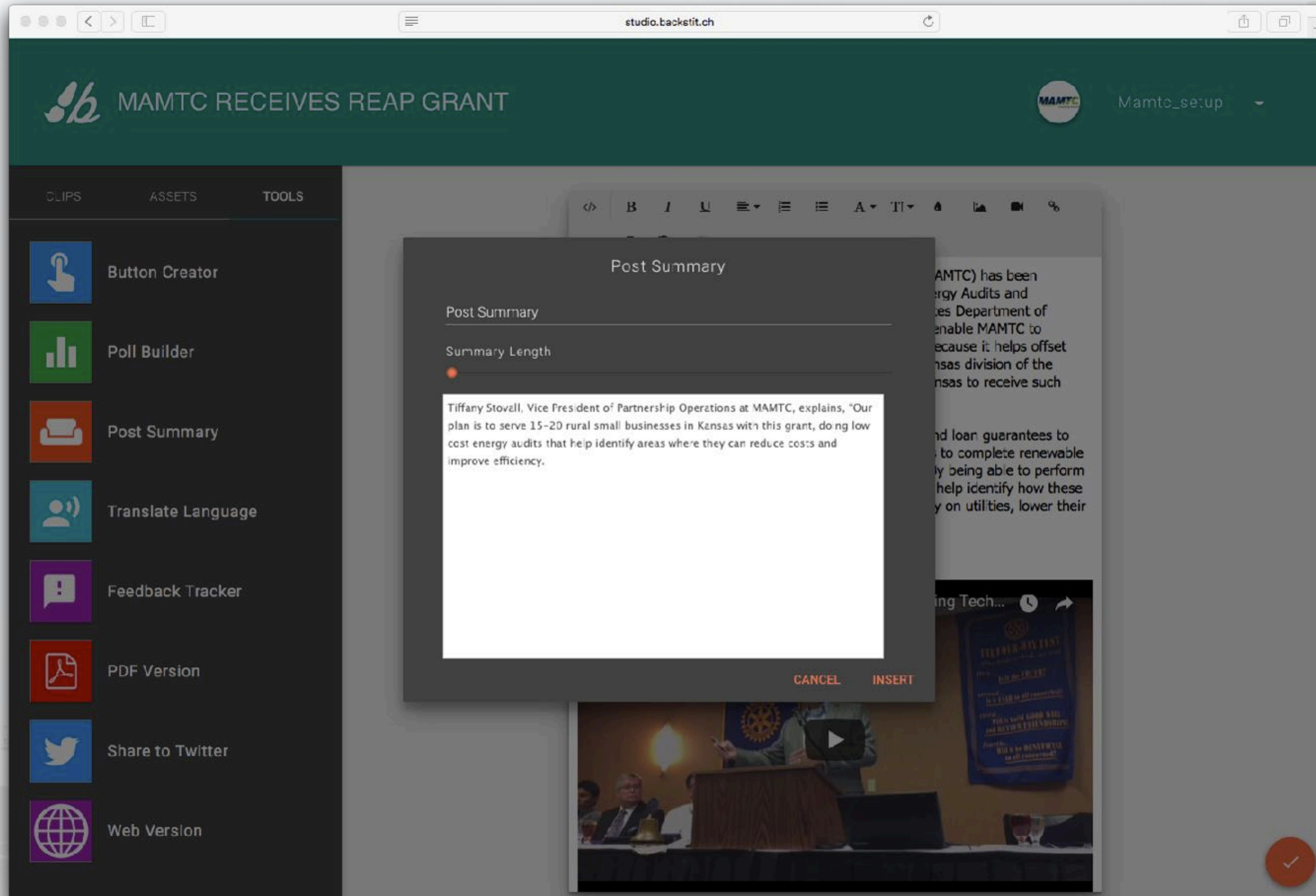
**Mid-America Manufacturing Technology Center (MAMTC)** has been awarded a Rural Energy for America Program (REAP) Energy Audits and Renewable Energy Development Grant by the United States Department of Agriculture Rural Development agency. This funding will enable MAMTC to perform low cost energy audits for rural manufacturers because it helps offset MAMTC's costs of conducting audits. According to the Kansas division of the USDA Rural Development, MAMTC is the first entity in Kansas to receive such funding.

The [Rural Energy for America Program](#) provides grants and loan guarantees to small businesses and agricultural producers in rural areas to complete renewable energy and energy efficiency projects on their facilities. By being able to perform low cost energy audits for these businesses, MAMTC can help identify how these businesses can upgrade their facilities to help save money on utilities, lower their carbon emissions, and run more efficiently.

Below the text is a video player with the title "Mark Chalfant - CEO of Mid-America Manufacturing Tech...". The video shows a man speaking at a podium in front of a "MANHATTAN ROTARY CLUB" banner. A red checkmark icon is visible in the bottom right corner of the editor.

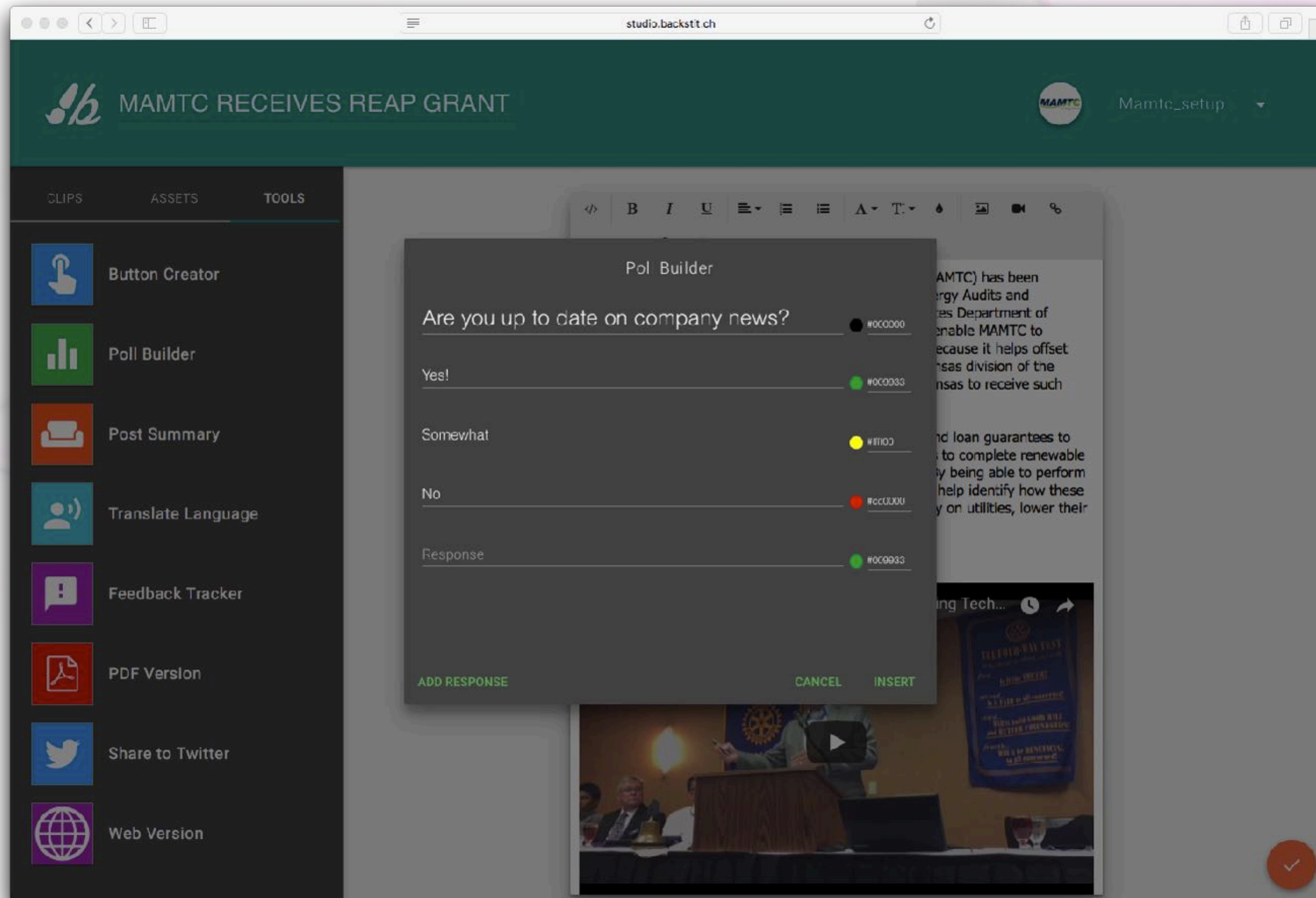


# Craft Internal Content





# One-Click Surveys and Polls



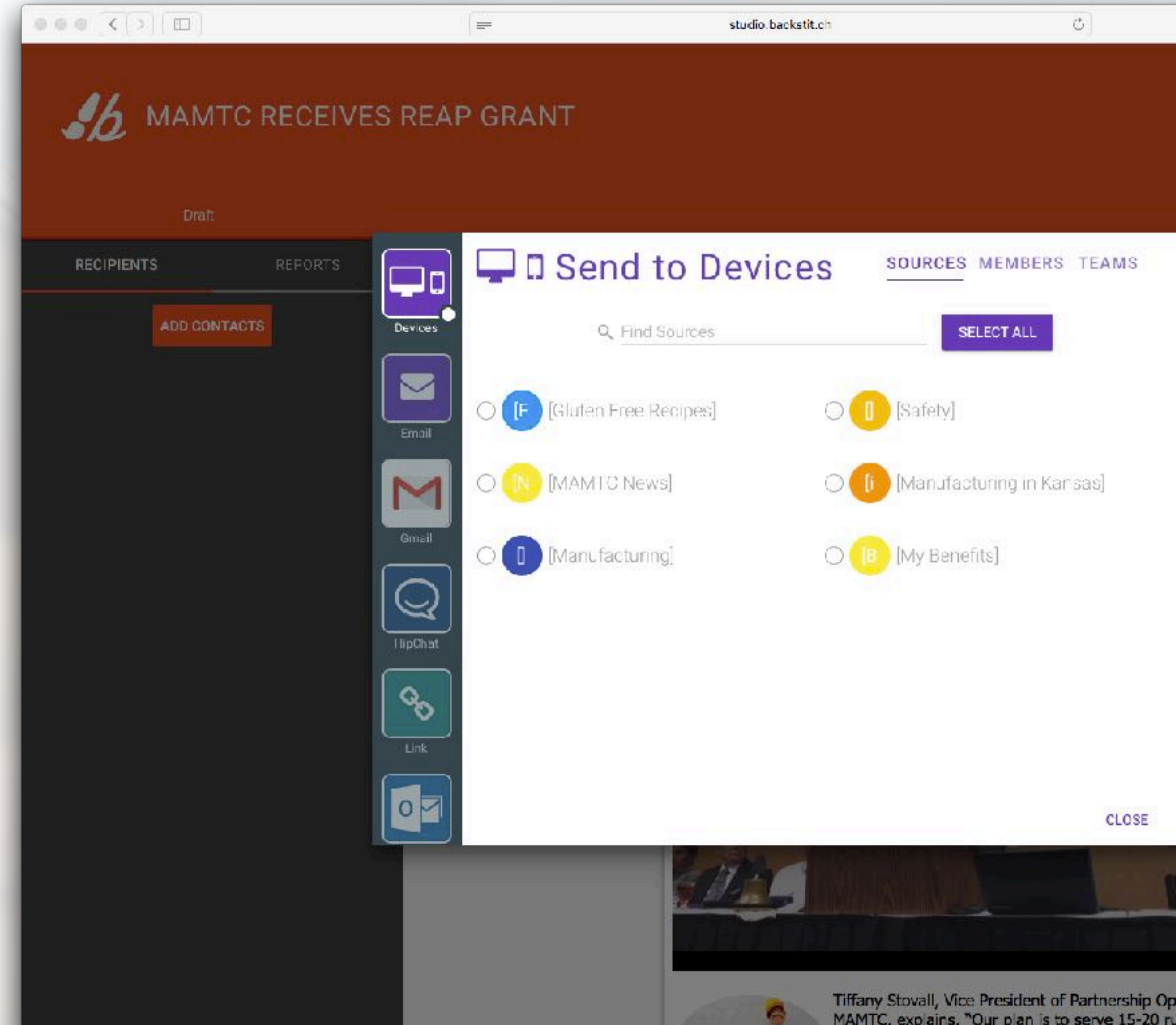
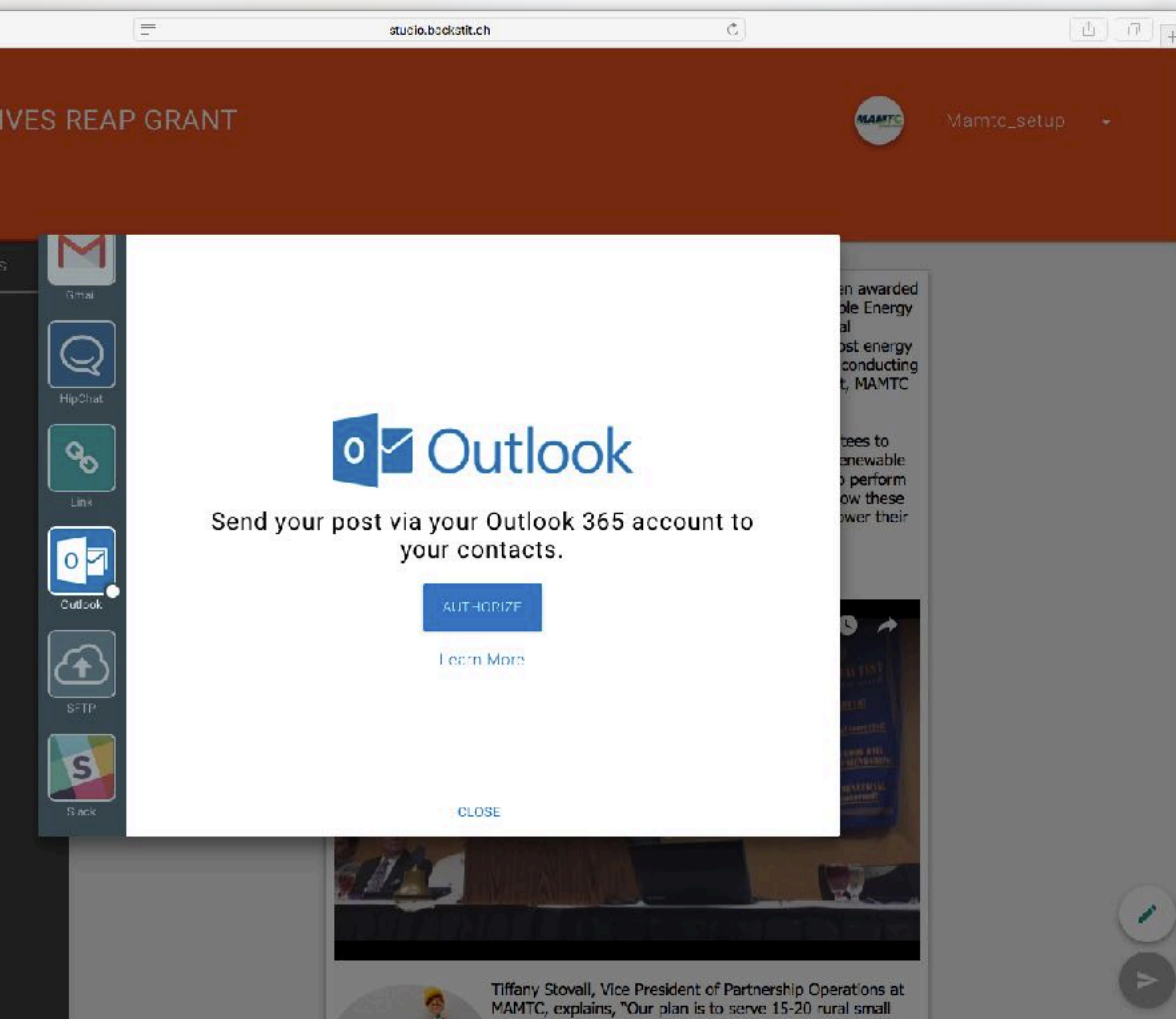


# Draft and Distribute Internal Newsletters

The screenshot displays the studio.backstt.ch interface for drafting and distributing internal newsletters. The main header shows the logo and the title "MAMTC RECEIVES REAP GRANT". The user "Mamto\_setup" is logged in. The interface is divided into three main sections: CLIPS, ASSETS, and TOOLS. The CLIPS section on the left lists various articles, including "Four Digital Trends Manufacturers Should Watch for in 2018", "Three Game-Changing Manufacturing Innovations", "The New Fundamentals of Manufacturing", "Inside the Semiconductor Meltdown", "Exclusive: Motion Picture President On E-Collaboration, Amazon Effect & More", "China isn't just a market anymore, US says", and "State of the Economy: December 2017". The TOOLS section on the right provides options to edit the newsletter, including a "Template" dropdown menu with "GRID" selected, a "Lead Image" field, a "Source" field, a "Title" field, a "Short Text" field, and a "Read More" button. A "SAVE TEMPLATE" button is also visible. The main content area shows a preview of the newsletter draft, featuring a lead image of a person in a suit, the source "IndustryWeek - Advancing the Business of Manufacturing", the title "Four Digital Trends Manufacturers Should Watch for in 2018", and the short text "From IoT efficiencies to cobots, manufacturing is poised for a 'technology renaissance.'...". A "Read More" button is present below the short text. At the bottom of the preview, there are buttons for "READ ARTICLE", "CANCEL", and "INSERT". A red checkmark icon is visible in the bottom right corner of the interface.



# Publish to New & Existing Channels





# Securely Authenticate Hourly Employees




Employee ID

Last Name

Password

Sign up



### Employee Opt-In Agreement

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Starts **Apr 4, 2016 12:00 PM**

Fri Apr 1	9	45	
Sat Apr 2	10	50	
Sun Apr 3	11	55	AM
<b>Today</b>	<b>12</b>	<b>00</b>	<b>PM</b>
Tue Apr 5	1	05	
Wed Apr 6	2	10	
Thu Apr 7	3	15	

Time Zone Chicago >

Ends 1:00 PM

**Start Shift**



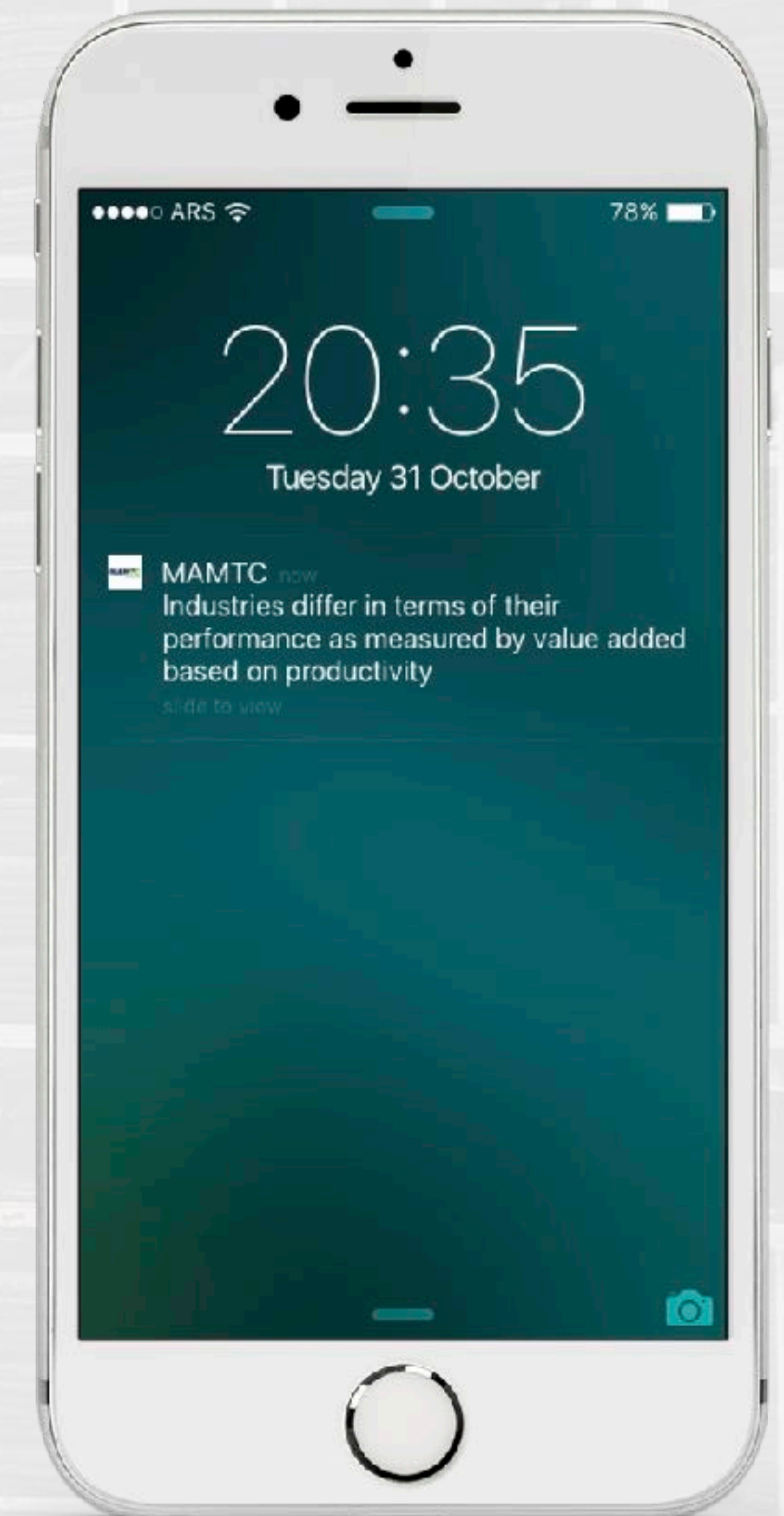
### Employee Opt-In Agreement

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

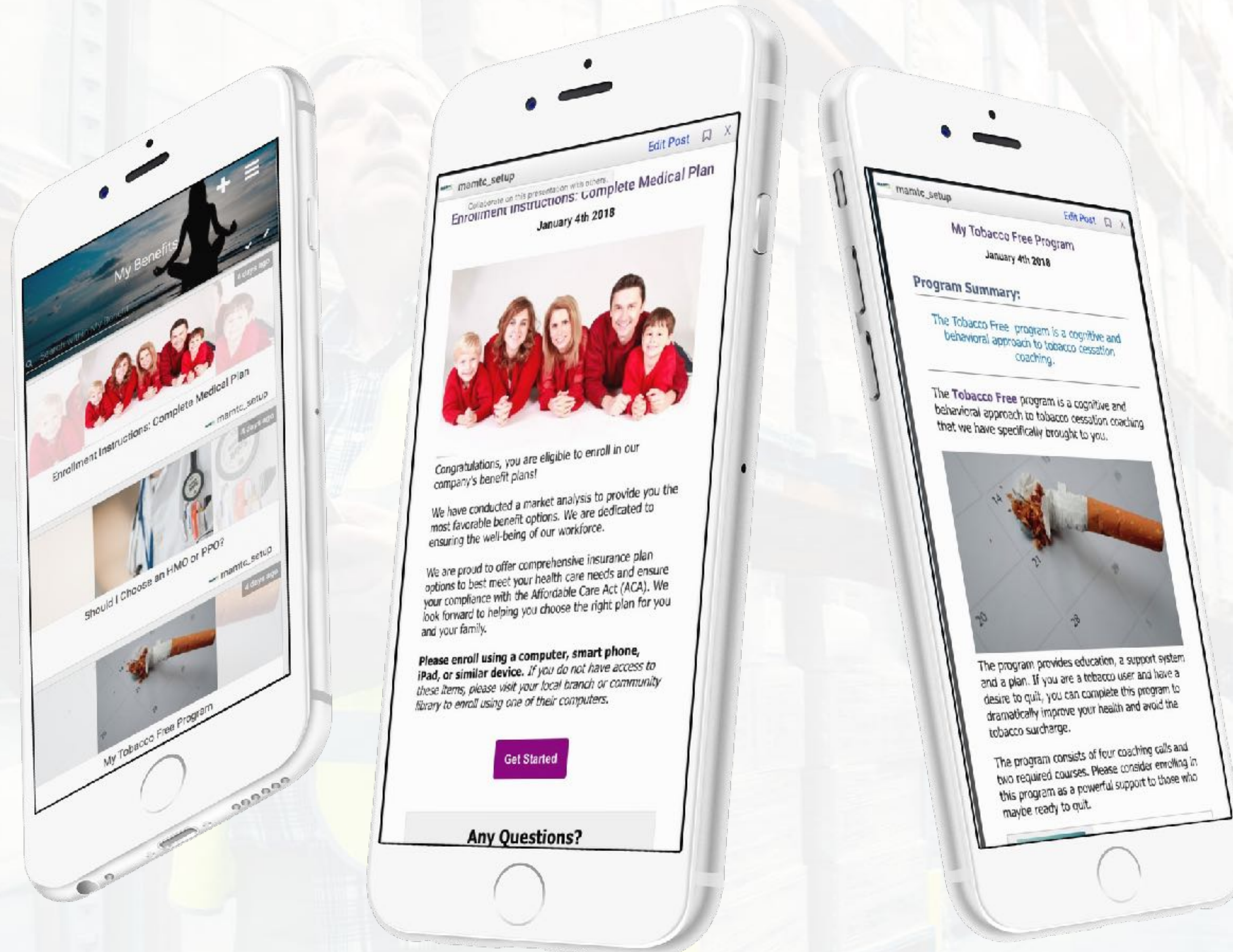
**X John M. Smith**

**I Agree**



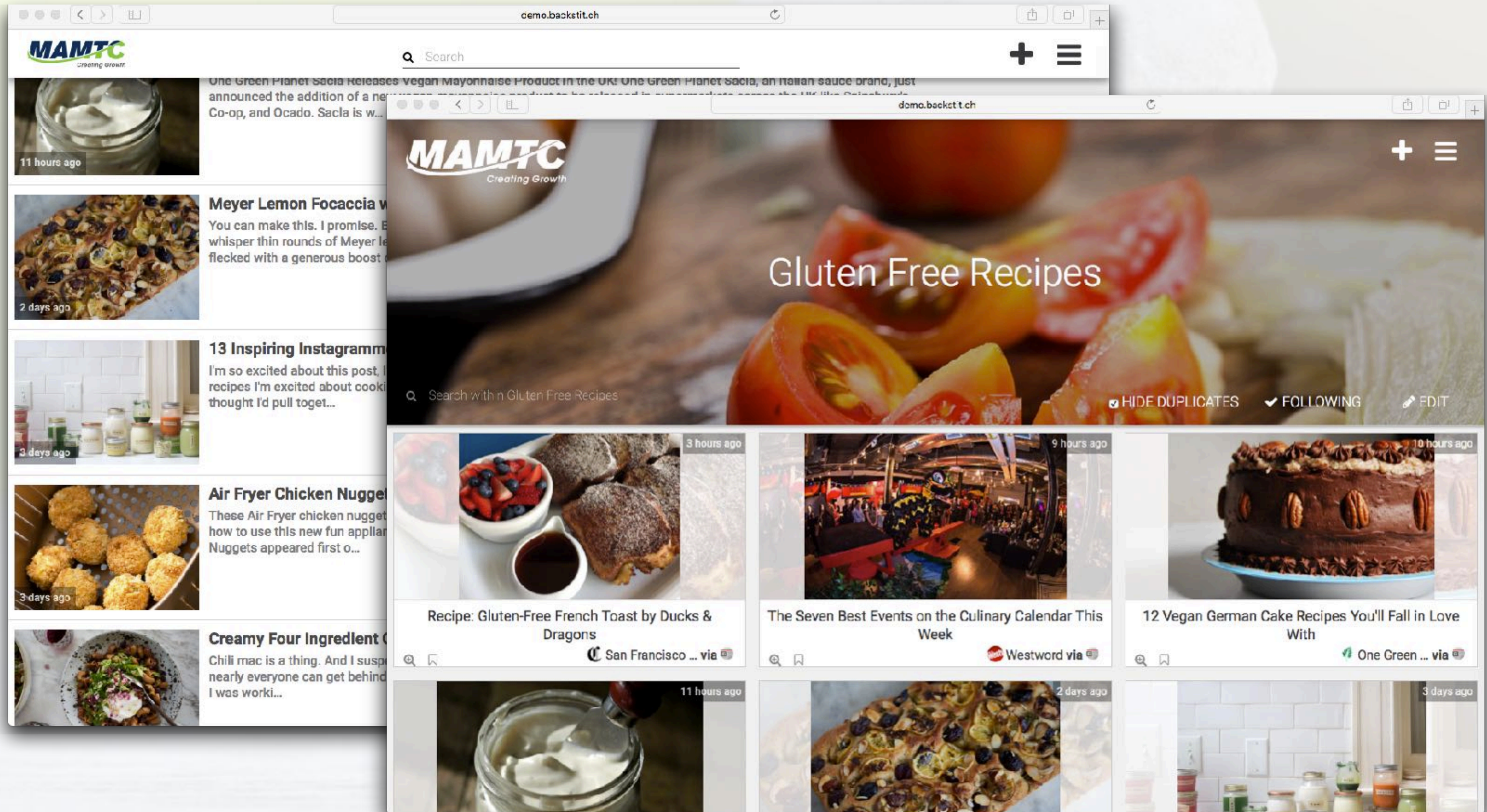


# Access Materials in the Field





# Curated Wellness Content





# Monitor Industry and Competitive News

demo.backstt.ch

MAMTC  
Creating Growth

Search

+

≡

Inside the Semiconductor Industry's Meltdown  
IndustryWeek - Advanci...  
3 days ago

Exclusive: Motion Industries' President On E-Commerce, The Amazon Effect & More  
Manufacturing.net - The ...  
3 days ago

China isn't just a manufacturing hub anymore, UBS says  
CNBC via ...  
4 days ago

State of the Economy: December 2017  
IndustryWeek - Advanci...  
3 days ago

IBM, Comcast Ventures Back Fund for Blockchain Business Startups  
IndustryWeek - Advanci...  
3 days ago

In the Age of Digital Industry, What's Next for Intelligent Machines?  
Automation.com | Autom...  
4 days ago

US Auto Sales Slump in First Since 2009, But Party Isn't Over  
IndustryWeek - Advanci...  
4 days ago

Can Indian Manufacturing Be the Next Chinese Manufacturing?  
The Atlantic via ...  
4 days ago

Medical Parts Maker Ups Efficiency, Capacity of EDM Machining  
Advanced Manufacturing  
5 days ago








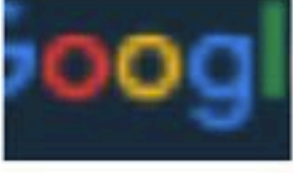
# Measure Engagement and Collect Feedback

demo.backstt.ch

+ ≡

Most Viewed Results

7 days All

	<b>US service sector expands at slower rate in December</b> ★ Kansas City Star via	3 views
	<b>Meet the 'public' face of Portland whiskey</b> Manufacturing News - Manufacturing News Headlin...	3 views
	<b>My Tobacco Free Program</b> mamtc_setup	2 views
	<b>Federal Report Details Cause Of Chemical Cloud In Kansas</b> Manufacturing.net - The Leading Source for Manu...	2 views
	<b>Opioid crisis: Pharmacist wants law to fight fear of cops</b> Wichita Eagle via	2 views
	<b>Servicing Multi-Piece and Single Piece Rim Wheels; Extension of the Office of Management and Budget's (OMB) Approval of...</b> OSHA Federal Register	2 views

studio.backstt.ch

Individual Assessment

Draft Nov 2nd, 2016 Nov 2nd, 2016

RECIPIENTS	REPORTS
Do you have the appropriate amount of information to make correct decisions about your work?	
Always	0% (0)
Sometimes	0% (0)
Never	0% (0)
Do you have the appropriate amount of information to make correct decisions about your work?	
Always	100% (1)
Sometimes	0% (0)
Never	0% (0)
When something unexpected comes up in your work, who do you usually ask for help?	
My Supervisor	100% (1)
Coworkers	0% (0)
Not Always Sure	0% (0)
I Don't Ask Anyone	0% (0)
Can you see a clear link between your work and the company's goals and objectives?	
Yes, I feel my work moves the company forward	No, This is just



# Personalized Email Digests

