WHEN TECHNOLOGY MEETS PRINT

A leading telecommunications and cable provider began the arduous process of qualifying and selecting vendors who were capable of handling large data feeds and merging them into print templates that would drive their Welcome Kit marketing collateral for new customers. This process involved integration with the providers IT and area managers as well as their manufacturing and warehousing partners

The Welcome Kit consisted of several pieces; two particularly challenging elements were the Channel Line-up and the Rate Card, which were being manually typeset by the providers print production vendor. EarthIntegrate quickly realized that with several disparate technology systems and manual processes contributing to the data an intelligent, easy-to-use content management system would be required to compile the necessary information and make them quickly available for edits by the area managers.

EarthIntegrate introduced Pando, an enterprise-level distributed marketing platform focused on complex integrations for groups that require distributed users to access, contribute and order material. Utilizing the base Pando platform and its CMS Module, EarthIntegrate was able to architect a technology solution that streamlined the collection and display of data into an easy-to-use web interface. Area managers could access the Pando platform and manipulate their Welcome Kit components by realigning or renaming channels, changing service types and updating local area rates.

Once these changes were made by the area managers and approved through corporate marketing, all of their print materials, promotional materials and web content would be simultaneously updated in real-time. The Pando platform was also able to update disclaimers and other legal copy based on content or channel changes. The provider also realized they could use Pando to automate the development and typesetting of annual notices.

Utilizing the base Pando platform and its CMS Module, Pageflex was able to architect a technology solution that streamlined the collection and display of data into an easy-to-use web interface.

As a result of the Pando implementation, considerable savings were realized in both cost and time. The typesetting and management of the Welcome Kit and its components were drastically reduced from several weeks to a few days. The cost involved with producing the kit also dropped dramatically as there were no longer any print setup or proofing costs associated with the items.

The provider was able to retool the resources they were using to manage the cumbersome, manual process into more strategic initiatives, saving the company over $500,000 every year. The Pando platform also reduced their cost of updating the material by $100 per execution. To date there have been over 8,000 executions saving over $1.4 million dollars while also eliminating the manual intervention required by their previous system. This provider also realized a $350,000 net savings per year related to the development and production of their annual notices.

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