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Powering your communications

WEB2PRINT

EXPANDING WITH TECHNOLOGY

web2print is based in Dublin, Ireland. The company had a proven history of providing clients with a range of innovative print-related services. As they looked to expand these services, web2print did their research and, after reviewing a range of options, selected Pageflex iWay as the technology that could best help them reach their goal.

TRANSFORMING BRAND MANAGEMENT

Using Pageflex iWay, the company now creates customer-driven workflow solutions that give clients an end-to-end process for creating, customizing, and ordering materials through an online site.

One such customer is Diageo, the world's leading premium drinks company. Diageo has 90 business development representatives (BDRs) who work in eight regions across Ireland. These BDRs work with various pubs to develop campaigns and contests that promote Diageo's brands to their patrons.

Diageo's system for ordering promotional items was time-consuming and complex. A pub that was interested in creating a sales campaign for a specific brand first needed to get approval from the brand (Guinness, for example). Once the campaign was created, it then needed to be reviewed and approved by a range of departments: the legal department would approve terms and conditions, the pub would need to approve the design for their own branding, and the purchasing department would need to approve the budget. Securing all these approvals meant that producing materials took over a week.

OBJECTIVES

- Speed up the production time for promotional materials for pubs across Ireland

- Ensure all pieces include legally required text and branding

- Improve the ROI on promotional pieces

- Move client relationships from a printer to a business partner

RESULTS

- Production time reduced from one week to two days.

- All pieces include required legal text every time

- Accounting gets a detailed breakdown of campaign costs, which helps to determine its effectiveness.

- web2print now provides value-added services to their clientsto hours.

In addition, the promotional materials included practically no personalization, which meant a limited set of offerings available to the pubs, more design expenses for Diageo when personalization was introduced and longer time for delivery to the pubs.

WEB2PRINT STEPS UP TO THE BAR

web2print talked to Diageo about the idea of using technology to simplify the creation of these promotional materials. They wanted to show Diageo how their web-to-print solution could help gain efficiencies, reduce costs, streamline the ordering process, and ensure brand consistency.

To prove the concept, they built a basic campaign to show Diageo how easy it would be for reps to create promotional materials at a pub. Using Pageflex iWay, web2print created a system called AME (Activity Made Easy). It included a selection of templates created in Pageflex iWay that could be customized by the end user.

To use the system, a BDR logs into the system and selects an event from a list. Depending on whether the pub is looking for visibility or promotion, the rep would select the brand, customize a range of templates and place an order. While parts of the templates can be customized with the relevant product and pub information, other parts of the document, such as legal text and brand identity, are locked and cannot be modified. This gave the pubs the flexibility they needed to modify the offerings while ensuring no extra costs for Diageo. Some of the collaterals the pubs can produce include tent cards, posters, vouchers and more.

All the departments involved in the project at Diageo were immediately impressed with the system. Marketing likes the system because it is easy for BDRs to generate pub-specific customized materials. The legal department now is confident that required text will always be included when needed. Brand management knows that all materials will comply with brand standards, while procurement can easily monitor budget and authorize production.

FASTER & MORE EFFICIENT

Since its introduction, AME has become the only sales tool used by the BDRs. Turnaround time has dropped from one week to no more than two days. Diageo has been able to introduce much more collateral for events and points of sale.

Best of all, Diageo is seeing an improved ROI on the collateral they produce. Originally, Diageo gave the promotions for free to generate revenue and increase sales of products. This system was not profitable as lots of effort was spent in administering the production of materials.

Once the AME web-to-print system was implemented, Diageo was able to breakdown costs so that departments had a better understanding of how much different parts of the campaign cost and could allocate it appropriately.

A TRUE bUSINESS PARTNERSHIP

For web2print, the system also was a success. They were able to increase their revenue by hosting this service for their customer and charging for the template creation. Establishing this kind of relationship makes web2print more of a business partner with their customers, and makes it more unlikely that customers will move to another vendor.

To learn more about Pageflex and our complete range of products, contact us at **sales@pageflex.com or by calling 800.551.0549 or +1 617.520.8600.**