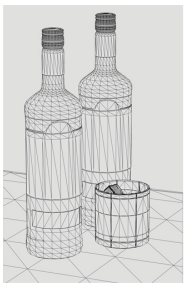# MADDEN

> " We have 120 software packages that we employ throughout the company. Process Director is in the top three of all that we use. "

Madden Manages Highly Complex Processes for Some of the World's Biggest Brands With Process Director

With the world of retail marketing becoming more competitive, companies are increasingly more concerned about the value and effectiveness of their marketing campaigns. As a leading provider of retail marketing supply chain management, Madden Communications adeptly manages these highly complex promotional processes for some of the world's biggest brands, including MillerCoors, Rémy Cointreau, Pabst Brewing Company, Mike's Hard Lemonade and Bacardi.

The company's expertise lies in the organization, creation, construction and distribution of multi-faceted point-of-sale promotions. Its services include planning, production, distribution, installation, and maintenance of temporary point of purchase, semi-permanent point of purchase, permanent point of purchase, and promotional items. Madden also offers customizable client-facing tools for planning, budgeting, ordering, tracking, and customizing.

Allan Furman
VP of Information Technology

Founded in 1957, Madden Communications is based in Wood Dale, Illinois and provides field marketing and sales support services for customers globally, in addition to the management, production, and logistics for its clients' retail promotions.

PROVIDING A VARIETY OF CORE SERVICES

Allan Furman is VP of IT at Madden Communications, responsible for the company's technology including its infrastructure, applications and development, as well as the company's core ERP system. His team supports users throughout the United States who, in turn, support clients globally.

Madden provides a range of services for its clients, all of which are based on processes that are long and quite complex. The challenge Furman and his team ran into was that their existing system failed to capture all the activities that occurred within each of the processes. The team used email and spreadsheets to track progress and deliverables, but discovered that those were not sufficient.

address very complex and intricate client lifecycle requirements.

"We were already using a product to handle the workflow for the creative services area of our business — and recognized that we were quickly outgrowing its capabilities. It was not as robust a product as we needed so we had to find another tool," Furman remarked. In addition, the product that was in use did not offer other functions that Madden needed. Included in that 'must have' list was a way to route jobs to staff, track those jobs and have a repository to store the creative work the Agency was producing.

With that goal in mind, Furman's team looked at 30 or 40 products online, did a deeper dive with seven

Furman had a vision for the processes that represented the core services used by each client. He tasked his team with evaluating the market for a robust tool that could address those needs and better manage clients' requirements.

ADDRESSING A RANGE OF NEEDS

With clients counting on Madden to manage, produce and distribute multi-faceted point-of-sale promotions, IT needed to implement a workflow solution that could

products then did a competitive analysis with the two products it short-listed. The process took two months and involved a team of three. That team identified 40 items of functionality that needed to be addressed and evaluated.

LEVERAGING A SUCCESSFUL WORKFLOW

The Creative Services workflow in use at that point in Madden was very successful. "We wanted to expand and offer that same service for other clients — but

it was technically and economically infeasible to implement that particular offering," Furman observed. The team was also under tight guidelines because other clients wanted to use that service and were not able to.

Furman was leading the evaluation and had the mandate to make a decision quickly. Having completed the 40-item criteria evaluation, the team then recommended BP Logix Process Director. "Overall, Process Director provided the flexibility to create whatever we wanted to and separate it however we wanted to," Furman commented. "As importantly, we needed to provide a comparable service for multiple clients, each of whom needed to access only its unique information," he remarked.

In addition to a pricing model that Furman found to be excellent, IT was excited about the content management functionality within Process Director. Document check-in/out and version control were important to an Agency that has hundreds of promotions in various stages of production concurrently.

"The decision to implement a workflow solution was a business decision we needed to make," Furman stated. "We needed visibility into all the jobs and projects the Agency is working on. We also needed to integrate with our ERP system and a custom "Google-like" search tool," he declared.

OPTIIMIZING KEY PROCESSES
Currently Madden is working with ten different key processes representing the Agency's core services, each of which has two or three variations to the process based on unique client needs. Driving those processes are between 15-25 workflows. One such example is point of sale marketing material. Madden has one process around permanent material (such as a mirror on the wall, shelving etc.) and incorporates a process for either making or procuring that material. There is another process called Merchandise (which

includes developing t-shirts, caps, pens etc., with the client's logo and tagline) — and another involving its print processes (posters, flyers). These are all business processes that occur between Madden, its clients and/or vendors.

According to Furman, it took about two months to roll out the merchandising process. "Personally I think building out the process and workflow is fast. Getting all the stakeholders to agree to it is what takes the longest," he observed.

IT has also finished porting the previous workflows to Process Director. The other system included six workflows, some of which had 30-50 steps and a number of custom fields. Furman's team rebuilt those workflows in Process Director in a matter of weeks. "Put that up against hiring developers to build apps for you and it's not even close," Furman stated.

> " We love Process Director and have found it to be a phenomenal tool to use. "

INTEGRATING WITH THIRD PARTY APPLICATIONS

Madden is also in the middle of a new ERP implementation and integrating those workflows with the ERP system; IT is using BP Logix APIs to talk to the software — and building reports. The team is also linking the systems to facilitate a smoother Purchase Order process.

> The IT team appreciates Process Director functionality including its:
> - APIs
> - Version control, check in and check out
> - Delegation (very handy when a user is out of the office)
> - The ability to modify and workflows and have existing workflows pick up that functionality
> - Moving workflows forward and backward

"The ability to move workflows forward and backward is a lot bigger than one might think. Our old system didn't offer that at all and that's huge for us, as we constantly have our users needing to push steps backward or forward," Furman reiterated.

THE BENEFITS OF AUTOMATION

Transparency, efficiency, and centralization of information regarding its processes are three of the benefits that Madden has experienced with Process Director. Of special note is how well the system is architected, that it is very clean and that the resources and support at BP Logix have been excellent.

Madden employees now know the status of every project and all the activities that comprise that project. And there are other benefits that Madden is experiencing with Process Director that are also significant: 1) Visibility – into all the jobs/projects being worked on, 2) Efficiency – looking at all processes themselves and examining all steps within those processes and 3) Integration– with other applications in use throughout the Agency.

Furman and his team are excited about the progress they are making, their ability to address client needs more expeditiously and being able to handle the vast number of projects more effectively, keeping their clients happy. "We love Process Director and have found it to be a phenomenal tool to use. We have 120 software packages that we employ throughout the company. It's in the top 3 of all that we use," concluded Furman.

" We needed visibility into all the jobs and projects the Agency is working on. We also needed to integrate with our ERP system and a custom "Google-like" search tool. "

BP LOGIX