

## MARKETING MANAGEMENT SOLUTION

**THE PROCESS:** Web-To-Print

**THE CLIENT:** Family and Children's Association

**THE CHALLENGE:** This not-for-profit organization needed to centralize the ordering process for requisitioning marketing material from multiple users across various locations. They wanted to streamline the approval process and better manage the costs for collateral.

The Agency devoted hundreds of man hours each year in the design, update, and production of brochures for its 40 individual programs. This effort involved using an in-house artist, a staff person to oversee distribution, the cost of paper, and in-house printing, plus space costs associated with inventorying the brochures. In addition, there was inadequate control over the use of the agency's logo, a lack of uniformity in the design and paper used for each brochure, resulting in brand deterioration.

**THE SOLUTION:** Family and Children's engaged with Sentinel to create an online storefront to manage branded brochure templates.



The portal allowed remote users to access the appropriate version of the document, customize the brochure, review, approve, and order material.

Sentinel also worked with the organization's Purchasing Department to customize the purchase order numbering and approval systems to streamline the process resulting in quicker ordering and delivery of collateral to all programs.

Improved relationships between the Marketing Department, the Purchasing Department, and Program directors.

**Feature:** A custom branded URL. User and password protected.



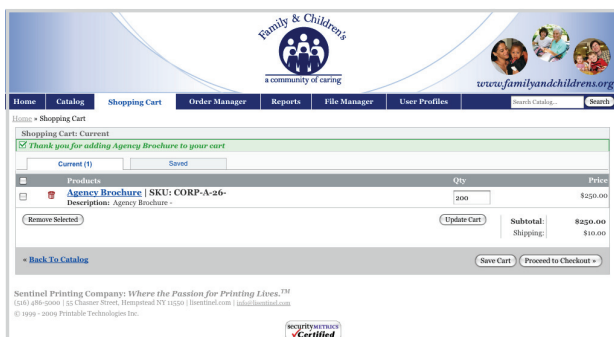
**Maintain your brand in an easy to access and secure environment.**

**Feature:** Graphic Design services created brochure templates and provided for versioning. The system allowed for certain sections in the documents to be edited and saved by the user. Users select from a library of approved template based documents to customize or personalize them.

**One-stop shopping for both the technical and artist aspects of your marketing products.**

**Feature:** Automated the approval process by providing on-line pricing, PDF review, and a centralized approver.

**Pricing and approval online reduced the number of internal company touch points and simplified the purchase order process.**



**Feature:** Established all specifications for the collateral up-front for standardized pricing. Improved quality control with seamless integration to Sentinel production.

**Shopping cart process that ensures a high quality product is delivered.**



**THE RESULTS:** Family and Children's Association has redefined the way they handle collateral material through partnership with Sentinel and its web-to-print service.

Through the current web-to-print system, they have realized reduced internal staffing and processing costs by 20%, improved the ordering system by giving staff access to online inventory, and enhanced their brand image with outstanding design elements created by the Sentinel designers.

The system worked so well with the Agency's brochures that they added a "resource development" section to their catalogue which allows them to order letterhead, envelopes, and other collateral materials with the click of a mouse.

Family and Children's Association is 125 years old and on the cutting edge of collateral production.