QD. Quark Docurated

Client:	Finance & Retail Technology Company
Industry:	Finance and Retail
Users:	1000+
Use Case:	Pitch Decks, Case Studies, Presentations, Brochures
Country:	USA and Multiple European-based Companies
Goal:	Sales & Marketing Content Management and Intelligence

Global Technology Provider Enhances Customer Experience with Innovative Content Management and Intelligence

This global technology and services company specializes in providing innovative solutions for the financial, retail and commercial markets. Their products and services includes ATM machines, point-of-sale systems, and software solutions, catering to the financial, retail, and commercial markets.

The Challenge

The company's goal is to help businesses streamline their operations, enhance customer experiences, and drive digital transformation. They recognized the pressing need for a more effective solution for storing and sharing the content they rely on to achieve this.

They sought a platform that would enable their sales and marketing teams to efficiently handle their extensive library of enterprise digital content assets that was stored across multiple locations. Their objective was to make it easier for various teams to access and share documents with internal and external stakeholders.

Why Quark?

They implemented Quark Docurated as their content management and distribution solution to centralize all content, simplifying the process for teams to easily discover, recommend, and share the right assets. This SaaS-based solution, with advanced content intelligence capabilities, offers a comprehensive approach.

With over 1,500 sales and marketing documents stored in Quark Docurated today, the company empowers various retail departments to seamlessly access, manage, and share content, encompassing a variety of document types such as brochures, case studies, pitch decks, and presentations. This approach also provides invaluable intelligence into content usage and consumption, for a deeper understanding of content impact and ROI.

One thing that set Quark Docurated apart as the ideal choice was its unique capability to fully integrate with Salesforce through APIs. The Quark Docurated User Interface is available within Salesforce to significantly broadened its reach. This seamlessly enhances the team's content management capabilities without disrupting or replacing the existing systems they use.

With improved content management and content intelligence, the organization has greater control over the content lifecycle and can make more informed content investments aligned with their business objectives.

Results

- Achieving full API integration with Salesforce, Quark Docurated now operates seamlessly within their existing systems.

- Sales and marketing teams can effortlessly locate and share over 1,500 documents stored and aggregated in a centralized platform.

- Data-driven approach has provided invaluable insights into content usage, enabling a deeper understanding of content impact and ROI.

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If a quark – in science – is the basis for all matter, then Quark – the company – is the basis for all content. The company revolutionized desktop publishing and today provides content design, automation and intelligence software for end-to-end content lifecycle management. Customers worldwide rely on Quark to modernize their content ecosystems so they can create complex print and digital layouts, automate omnichannel publishing of mission-critical documents, and analyze production and engagement insights for the greatest return on their content investments.