

“Our customers have been extremely positive – we’ve seen really good interaction through the iPhone platform. We always want to stay ahead of the competition and this project has enabled us to do that.”

Global Marketing Communications Manager

240%

Growth in digital media consumption

Improve Marketing with Digital Product Catalogues

The Challenge

- Make it easier for wholesalers and retailers to access brochures and product specifications for thousands of electrical products.
- Reduce reliance on a cumbersome, expensive 800-page product catalogue.
- Boost reputation for innovation by using innovative technology to publish product information.
- Free up funds for digital publishing by spending less on print.

The Solution

- Development and launch of online e-brochure, iPhone / iPad app and Android app.
- Simple online process for wholesalers, retailers and consumers to order brochure hardcopies.
- Introduction of digital print proofing, brand management and online PDF review and download.
- Fully managed service for print procurement, on-demand printing, inventory management and fulfilment.

The Results

- 240% growth in channel usage of digital marketing materials.
- 60% drop in orders for hardcopy marketing materials.
- Discontinuation of the hardcopy 800-page catalogue.
- Estimated 75% drop in total spending relating to print – from printing less, buying more efficiently and lower inventory and fulfilment costs.
- iPhone app ranked #1 “New & Noteworthy” Business App at launch.

Country:



Europe

Key Customer Benefits:



Cost reduction



End-user productivity



Customer-centricity