



# **Biotech Utilizes Web-to-Print Solution to Manage, Produce and Order Marketing Collateral**

Case Study



<b>Project:</b>	<b>Online Marketing Portal</b>
<b>Vertical Market:</b>	<b>Biotech</b>
<b>Business Application:</b>	<b>Web Self-Service Tools to Procure Sales/Marketing Collateral</b>
<b>Business Objective:</b>	<b>Streamline Ordering of Sales and Marketing Collateral for a Biotech's Sales and Marketing Team</b>

This organization needed a series of tools to solve a couple of business issues:

1. Print quality – the color quality of the marketing collateral prior to working with HBP was a major concern for the biotech's marketing team. HBP is Gracol 7 certified. This was important for the marketers and part of what they measured in their decision making.
2. Customer Service– the storefront tools are easy to use and the ability to modify it is important. The second reason the biotech wanted to offer the tools online was to replace poor service and lack of responsiveness from the previous provider.

HBP worked with them to develop a customized series of web self-service tools utilizing HBP's PortalPro software. The tools provide 24/7 access that allows the sales and marketing staff members to order collateral.

#### **Results:**

There are approximately 270 people comprised of sales representatives across North America using the tools. This store concept was copied by their offices in Germany to be applied to the rest of the organizations locations (outside North America).

The system provides marketers critical data on their costs and has enabled them to reduce inventory by tracking usage and eliminating literature that is not popular.

The system also provides daily updates of items that are below the "reorder" level so they never run out of inventory.

**Benefits:**

**Protect Brand Integrity**-Centralized sales system provides one source that contains all approved materials that meet brand expectations and standards.

**Streamlined Process** - The intuitive online portal makes it easy for sales representatives to be able to order materials when they need them and effectively keeps sales representatives in the field.

**Reduced Obsolescence**- The reporting capabilities built into the store provide information on how often materials are ordered. This has reduced the amount of inventory they previously ordered and provided them the opportunity to keep materials current.

**Control Inventory**- The organization has complete access to all inventory and ordering history. This gives them important information to determine future budgets.

**Campaign Architecture:**

They wanted a customized solution that would allow flexibility and ease of use. HBP worked with them to build an easy and intuitive site that categorizes the various marketing materials available.

Some of the unique features include:

- The ability to search via different fields
- Order quantity constraints to protect usage
- Programming of bulk order import- streamlines the process and produces orders faster
- The ability to build custom and static kits within the store
- Provides marketers a place to manage all materials
- Allows for uploading of mailing lists

**Order Usage:**

**Summary of orders placed the last six months of 2012**

Month/Year	Total Orders	Item Count	Qty Sum	Average Items/Order
Jul-12	112	444	39,909	4
Aug-12	123	495	50,463	4
Sep-12	141	617	73,439	4
Oct-12	190	801	55,562	4
Nov-12	170	801	63,087	5
Dec-12	116	468	40,389	4

**Reasons for Success:**

This biotech company has been extremely happy with the system and we continue to modify and enhance it as their needs evolve.

- The sales people have embraced the system and appreciate the time it gives them back to do what they do best- sell.
- Management tools on the site allows management the control to update and modify products, lists, kitting needs etc. and control inventory by studying usage reports.