

<b>Project:</b>	<b>Oracle Uses Web-to-Print to Create Personalized Sales Collateral</b>
<b>Vertical Market:</b>	Software
<b>Business Application:</b>	Collateral Management and Fulfillment: Personalized Collateral

Oracle Corporation sales teams leave behind brochures tailored to the prospect each time they make a proposal to a potential client. Sales teams can customize and print a sales brochure that targets the prospect, while preserving the company's brand identity and can produce the collateral overnight.

#### Program Objectives

- Give sales teams consistent, high-quality brochures that are tailored to each presentation
- Allow sales teams to respond quickly to opportunities
- Maintain the company's corporate identity and brand

#### Significant Results Reported by User

- Sales staff and head office are very pleased with the quality, turnaround, flexibility, and efficiency of the system
- 435 sales representatives signed into the system in the first five months
- Online ordering and digital printing ensure turnaround times in as little as 18 hours
- Reduced design costs and waste
- Eliminated costs associated with inventoried literature
- ROI 180% with payback in four months

#### Description

Oracle's sales teams have always made it a point to address potential client's specific information and business needs in their presentations. However, they did not have brochures to leave behind that were as direct and specific to the reader and the competition did. Sales teams started to ask Susan Poser, Director of the company's Industry Business Unit, for these targeted print materials.



Poser worked out a process that involved using a desktop publishing company to customize materials each time, but it was an expensive and time-consuming solution. Sales teams would often not wait for the professional designer and created their own print materials from their slide-show presentations that generated mixed results that did not always follow Oracle's corporate identity standards. "We needed something that could give the sales representatives the flexibility they wanted," explains Poser.

The solution was to create a Web-to-print system that would give sales teams the ability to customize brochures based on the prospect's industry. Sales team members can add customized text and images to suit a specific client's needs. The end result is a fully customized piece of sales collateral that supports Oracle's brand and corporate identity.

The sales representatives can access collateral templates via the IMEC Web site. The user selects the prospect's industry from a drop-down list of 18 industry sectors (aerospace, consumer products, education, industrial manufacturing, etc.), which opens a file with images and text particular to that industry. The Oracle representative can write a unique message and customize benefits and enablers that show why Oracle is the right choice. The representative can also add the meeting date, agenda, and additional information.

The Web-based application asks for quantities and shipping information. The system sends the PDF file by email to IMEC where a customer service representative verifies the order, proofs the file, and sends it to print. IMEC will ship the completed print brochures to the local office, a hotel, or any other address by FedEx overnight, rush, or second-day service.

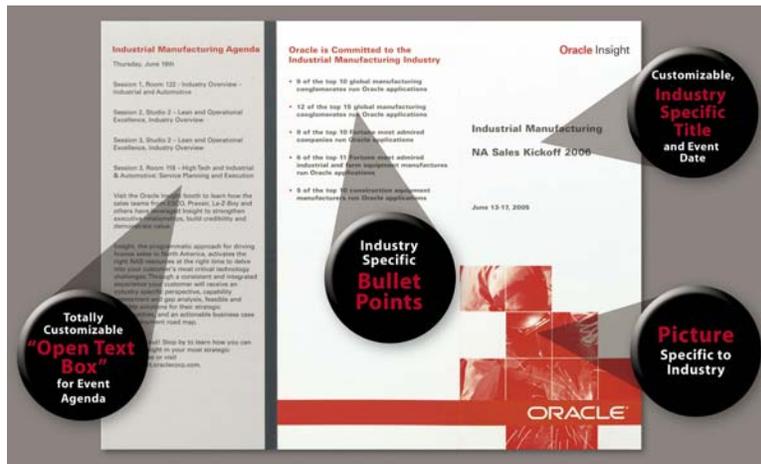
IMEC is close to the FedEx distribution center in Memphis—a detail that Poser says was very important to her. "Our reps do not plan in advance. They need their materials tomorrow, or at the most, the day after. Ninety percent of the orders are for early next morning delivery." So, she searched for a variable printing provider in Memphis.

Poser is happy with the new collateral management process. Almost 500 sales representatives signed into the system within the first five months. The template-driven system has reduced costs so quickly that the company realized a 180% ROI in four months. The system has also increased the quality of the sales literature while reducing the time needed to produce collateral. "We're very pleased. It's so easy to use, and it looks great. Our reps love it because it's flexible and gives them quick turnaround, and it maintains a consistent visual identity for the company."



The solution has reduced Oracle's collateral production costs by decreasing creative/design time and revision cycles for new industry or product-specific sales pieces. Oracle used to pay \$200 to \$400 to update basic brochures when customization was requested. Now, with the use of templates, Oracle only has to pay IMEC a maintenance charge when new files need to be processed.

She would like to expand the program, adding more brochures and options for more narrowly defined subcategories, all to make the messages more targeted to the prospects' needs.



<b>Client</b>	Oracle Corporation <a href="http://www.oracle.com">http://www.oracle.com</a> Oracle Corporation creates and sells enterprise software. It specializes in information: how to manage it, use it, share it, and protect it.
<b>Print Provider</b>	IMEC <a href="http://www.goimec.com">http://www.goimec.com</a> IMEC is a full-service imaging and marketing provider. It offers photography, prepress, online brand management, and digital publishing solutions. The company has two locations, one in Memphis, TN, and one in Tupelo, MS.
<b>Hardware</b>	HP Indigo 3050
<b>Software</b>	Pageflex Mpower variable printing, IMEC Image Engine Web-to-print software
<b>Target Audience</b>	CEOs, CFOs, COOs, Executive Vice-Presidents, and Vice Presidents of businesses in selected industry sectors
<b>Distribution</b>	Average of 15-25 copies each in 40 print jobs produced in the first five months
<b>Date</b>	June 2005, ongoing

