

# marketing production, management and delivery

keeping on top of sales collateral across Europe



## see how it works for Xerox



"Freedman's approach gives us a consistency of presentation and message. Its solution is proving a huge success, not only in relieving the burden of administration, but also in allowing us to capture useful information about how collateral is used." European Marketing Programmes Manager, Xerox Office

## challenge

Until 1997, the production of sales collateral had proved a complex and fragmented process for Xerox's Channels Division in Europe. Managed by a central team of 20, the development of collateral was a slow, inefficient, wasteful, expensive process, which typically resulted in large levels of brand and message inconsistencies.

The ultimate challenge was for Freedman to significantly cut the timeline between the creation and the delivery, which previously stood at around three months.

## task

Freedman was asked to manage the development of customised collateral for use across Europe. Working from source information supplied from the US, we've developed collateral ranging from data sheets and brochures to CD-ROM guides, website content and direct mail campaigns.

## solution

Freedman took complete responsibility for all aspects of multi-lingual marketing collateral production for Xerox Europe including:

- translation and adaptation,
- print production,
- warehousing,
- shipping and billing,
- management reporting.

Run by a centralised multi-lingual project management team, countries used a digital asset management system developed by Freedman to view, customise, order and pay for the collateral they needed. Items can be ordered from stock or produced on demand, with the despatch costs and warehouse processing being handled automatically through the system.

## outcome

Our pilot project reduced Xerox's production cycle by two thirds and by the third project lead times had been cut from three months to just three weeks.

We've successfully added speed to market and brand consistency to Xerox's EMEA communications, relieving a huge administrative burden.

By linking the DAM with Xerox's marketing development funds Freedman finally gave Xerox full visibility and control of their collateral spend.

Freedman is now responsible for the collateral needs for up to 60,000 contacts, in 12 languages across 22 countries.

**freedman**  
beefficient