

How Freedman provides marketing support to Xerox Resellers across Europe



Working with Xerox – THE FACTS

HOW LONG

Since 1997

HOW MANY ITEMS

Over a million marketing materials produced and shipped per annum to Xerox Resellers in 18 countries.

HOW MANY LANGUAGES

12

WHAT WE'VE DONE

Implemented a streamlined production process which has dramatically cut production cycles and facilitated brand consistency throughout Xerox's Reseller Channel.

A robust management process comprising best-practise project management, production, warehousing and distribution ensures that sales and marketing support materials are delivered into international markets in the respective target languages - with minimal delay. Whilst achieving cost savings by means of a centralised approach to procurement.

The Xerox Marketing Store, an online, e-commerce enabled resource was designed and built by Freedman in collaboration with Xerox to support multi-channel Resellers' marketing activities. The site provides instantaneous access to the latest marketing assets e.g. product collaterals, direct marketing and advertising assets as well as event support.

Freedman

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“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.”

Rhett Ewer, European Marketing Programmes Manager, Xerox Office

So, how did Freedman help to centralise and streamline the management and production of Xerox Europe’s multi-lingual marketing materials?

THE PROBLEM

Xerox is the global leader in document management. But when it comes to its vast array of office products, the organisation has no direct sales force for Office products in Europe. All the more crucial, then, for Xerox’s 8,500 resellers in the region to receive a constant, timely supply of marketing support materials.

Until 1997, the production of collaterals and other marketing materials proved to be a complex and fragmented process for Xerox’s Channels in Europe. The decentralised approach - characterised by duplication of effort, delays and high costs also contributed to brand dilution and inconsistency.

In practical terms, Freedman was tasked with turning source information from the US into customised collateral for Europe - from data sheets and brochures to CD-based guides, website content and direct mail campaigns.

The ultimate challenge? To significantly cut the cycle of creation and delivery of collaterals into the Channel and provide direct access to consistently branded marketing support materials.

THE SOLUTION

Freedman took complete responsibility for all aspects of multi-lingual marketing materials for Xerox Europe. The entire supply chain, including translation is handled by our multi-disciplinary project teams comprising business process consultants, project managers and technical, pre-press, production and language specialists.

Consistently branded materials are now produced and made available to order as printed stock items or via direct download from the Marketing Store.

THE DETAIL

The pilot project delivered product brochures and data sheets, reducing Xerox’s previous production cycle by two thirds. Following this success, Freedman went on to proactively develop innovative ways to further increase the efficiency of Xerox’s sales-channel marketing process.

Most notably, Freedman developed the Xerox Marketing Store – a centrally managed and hosted e-commerce application which provides Reseller’s with direct access to a complete range of marketing support materials. Users can order multi-lingual collaterals which can be printed and shipped by Freedman or downloaded as print-ready PDFs.

Direct marketing campaigns can be customised online and then ordered for despatch direct to the Reseller’s prospects. Images and ad copy can also be downloaded for incorporation in advertising campaigns or literature production.

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Within this environment Freedman manages the production process as well as the logistics of meeting the market's requirements to support their sales activities. Furthermore weekly usage and budget expenditure reports provide Xerox with valuable management information regarding the Channel's activities.

ADDED VALUE + EFFICIENCY

- We added speed to market, brand consistency and peace of mind for Xerox.
- Registered users have direct access the latest marketing support materials.
- Lead times for production of printed materials were reduced from three months to just three weeks.
- Thanks to innovative systems and robust project management methodologies orders are always delivered on time and to budget.
- Strong, consistent messages and design help to harmonise Xerox's brand identity across the EMEA region.
- With Freedman handling all reseller enquiries and orders via the Xerox Marketing Store, the admin overhead on Xerox has been dramatically reduced.
- The Marketing Store provides valuable insight into usage of marketing support materials and marketing budget expenditure.
- Centralised approach has the delivered significant cost savings.