

## Overview

- BioSense Webster has a sales team of 3,000 reps worldwide.
- Sales needs product information collateral to sell bio-medical equipment line.
- FDA regulations change regularly and rapidly, which must always be updated on the associated marketing material.
- High obsolescence of pre-printed marketing material.
- Long lead times to get new product information into the marketplace.
- No budgetary oversight into marketing use and effectiveness.

## RE: Support Local Marketing

### Objective

- Streamline the creative review and deployment of marketing creative.
- Support a global sales team with rapid time to market.
- Provide reporting metrics on marketing effectiveness.
- Setup budgetary controls.
- Reduce obsolescence.

### Solutions

- Deployed OptifiNow platform to give worldwide sales team access to all available marketing content.
- Moved from traditional production process to a Print/Email on-demand for all rapidly changing sales collateral to reduce obsolescence.
- Implemented OptifiNow Collaboration module to facilitate online review and approval of marketing content.
- OptifiNow's budgetary management and reporting modules to gain control and provide insight into marketing use and effectiveness.

### Results

- Deployed entire system within 30 days
- Measurable increase in revenue.
- 65% increase in time to market.
- \$600K cost savings in year one in the reduction of obsolescence.