

THE SOLUTION

NEXTPAGE'S MARKETING COMMUNICATIONS PORTAL PROVIDES EASY ACCESS TO COLLATERAL, ON-DEMAND PRINTING, AND SPEND TRACKING

Facing these challenges, New Directions chose NextPage for a Marketing Communications Portal solution. New Directions' product templates and marketing assets were loaded to the online portal.

The portal now allows sales reps, account management, and marketing operations to access both sales and account management collateral.

Marketing operations is able to order on-demand collateral printing, large format printing, or inventoried products. All inventory, fulfillment, and shipping is handled by NextPage. The portal also allows for client spend tracking, robust reporting, and streamlined monthly billing. Future planned releases will also enable integration with New Directions' ERP system to better allow for both internal and external client related real time activity tracking and spend.

THE RETURN

NEW DIRECTIONS WAS ABLE TO DO MORE WITH LESS STAFF, THUS REALIZING SIGNIFICANT BUDGET SAVINGS

Once the Marketing Communications Portal was implemented, New Directions began to see immediate cost savings.

Approximately \$60,000 in future marketing head-count budget savings will be realized.

These savings will allow New Directions to implement new marketing programs and strategies.

