

## MarcomCentral links design, print and online media

BordingLink

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Print company BordingLink uses MarcomCentral to manage the branded storefronts it has created for its customers. The tool allows BordingLink's customers to control their marketing assets and create customised on-brand collateral. It has helped BordingLink make the transition from print vendor to supplier of cross media and cross channel marketing campaigns. By engaging with its customers throughout the value chain and providing effective workflows, BordingLink is winning more business.



### Linking creative and fulfilment processes

BordingLink is a modern and progressive print company. Part of the Bording Group of companies, it can trace its print industry heritage back more than 200 years. BordingLink supports its customers' 21st century marketing needs by supplementing traditional print services with simple and efficient workflows that link design, print and online media.

BordingLink's customers include large corporate businesses that would, in an ideal world, like to extend customisable on-brand marketing campaigns across multiple regions, different vertical markets and franchised operations. BordingLink meets that requirement by automating its customers' creative and fulfilment processes via branded online marketing portals.

### Powerful asset management tool

The branded portals are centralised marketing repositories that are hosted and managed by BordingLink for its customers. Accessing a secure portal, its customers' regional marketing teams, brand managers and franchisees are able to create localised marketing campaigns in a controlled environment. The resulting on-brand collateral can be delivered online and in print.

BordingLink uses Ricoh's marketing asset management tool, MarcomCentral, to power its customers' portals. MarcomCentral allowed BordingLink to create multiple storefronts with minimal effort. The SaaS solution required no servers, no software and no internal IT support. And, because it was from the same stable as FusionPro (a VDP application supplied by RICOH), BordingLink was able to easily incorporate existing templates.

### Objectives

- Create one-stop marketing shops
- Improve customer engagement
- Enforce brand standards
- Consolidate web platforms
- Simplify web administration

### Results

- Single unified platform
- Powerful creative tools
- Secure customer login
- Reduced site administration
- Increased business volumes



*It is all about branding. MarcomCentral allows us to support our customers' needs more effectively. Accessing our branded storefronts, their people can create customised on-brand collateral in a controlled and easy-to-use environment. The tool seamlessly links design, print and online media."*

Mads Busk,  
BordingLink A/S

## Seamless transition from FusionPro

IT Manager, Mads Busk, explained why BordingLink chose Ricoh's marketing asset management tool, MarcomCentral, to power its customer portals: "We were managing several bespoke portals that we had created using FusionPro. FusionPro is a fabulous design tool but we were keen to standardise and reduce our costs by consolidating the different web platforms."

"We were looking for a marketing asset management system that would allow us to administer multiple storefronts within the same application. We chose MarcomCentral because it is a scalable, cloud-based solution with intelligent user controls. Crucially it also offered a seamless transition from FusionPro, with the facility to integrate our existing templates and tables."

Implementation was easy. As MarcomCentral is a cloud-based SaaS solution, it required minimal upfront investment. Ricoh supported BordingLink by providing comprehensive hands-on training for its web administrators and design team. As part of the professional services offered, Ricoh helped BordingLink to integrate its existing FusionPro templates as well as providing connectivity to other systems via the MarcomCentral web services option.

## Compliant on-brand messaging

Mads Busk described the impact the solution is having on BordingLink's business, saying: "MarcomCentral is saving us time and allowing us to engage better with our customers. Consolidating our sites within MarcomCentral has eliminated time-consuming versioning tasks, allowing our design team to focus more time on the creative process."

"The response from our customers has been amazing. The controlled workflow allows them to extend creative marketing tools to their regional operations, distributors and franchisees. There is less rogue marketing. Their users can easily customise the preapproved templates to create informative and engaging collateral that is compliant with brand messaging."

"MarcomCentral helped us make the transition from print supplier to digital marketing agency. By providing the means for our customers to manage their marketing assets, we have made it easier for them to do business with us. We are now engaged earlier in the process and, controlling the workflow, we are winning more of our customers' business."

## Solution

- Marketing asset management
- Ricoh's MarcomCentral
- Cloud-based SaaS solution
- Single sign on / multiple permissions
- Unlimited storefronts
- Web Services connector

## Benefits

- Minimal upfront investment
- Ease of integration and implementation
- Intuitive and easy to use
- Easily customisable portals
- Increased customer loyalty
- Supports business transition

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