

Case study

FELCO creates a centralized database to keep web content up-to-date



FELCO has dramatically reduced costs and time-to-market using HP Marketing Optimization

Industry

Manufacturing

Objective

To ensure consistent and up-to-date web and printed content, reduce costs and publishing time, and provide a rich customer experience

Approach

Use HP Marketing Optimization rich media management solution to create a centralized database of units to keep collateral and web content up-to-date

IT matters

- Reduced time of reviewing 30-page catalog in six languages dramatically so can spend time on more valuable projects

Business matters

- Increased capacity for content production at no extra cost



“With HP Marketing Optimization, we’re able to maintain a dynamic and responsive web presence.”

– Catherine Schmid, Market Asset manager, FELCO



Minimizing production time and cost of materials

FELCO is the world’s leading manufacturer of professional pruning shears and cable cutters. It produces over 1,400 different items, including spare parts, which means that FELCO has to have a considerable amount of supporting material. These include retail catalogs, brochures and leaflets, and packaging. Because FELCO has a large presence around the world, these materials must be printed in 14 different languages. The materials must also be produced in a way that ensures brand consistency, and accuracy using the most up-to-date information.



About HP Marketing Optimization

HP Marketing Optimization empowers organizations to understand and engage audiences, reach new customer segments, and deliver dynamic and personal experiences across every channel, including print, web, contact centers, and augmented reality. With a portfolio of industry-leading products, including HP Exstream, HP TeamSite, HP Qfiniti, HP Optimost, and HP Aurasma, marketers can increase revenue, conversion rates, and customer loyalty using the diverse and growing volume of information that powers today's world.

Challenge

Reducing the production time of sales materials

Creating and modifying the FELCO materials was a huge undertaking that required the help of a marketing agency. The scale of the project tasks meant that the catalogs were not revised for five years, and it was not possible to have up-to-date supporting literature. Additionally, the images used in the literature had to be exchanged and distributed on CDs via mail, which slowed the whole process down. The intense manual labor required to keep these supporting materials up-to-date meant that the website was rarely updated. For these reasons, FELCO was eager to find a way to minimize production time and the cost of updating the materials.

Using the Marketing Optimization rich media management solution, FELCO is able to store content with worldwide access for all users. Users can now find and use approved brand images in all of FELCO's content. This solution uses HP Marketing Optimization Intelligent Data Operating Layer (IDOL) to index and categorize its rich media assets in the location that they reside, so users can find what they want quickly and put it to use immediately. Using this Marketing Optimization solution, FELCO users can access brand materials almost instantly, eliminating the need to wait for a disc to arrive in the mail.

The HP solution also allows FELCO to publish automatically to its website using simple templates. Before, updating the website was a time-consuming and often neglected task; now the company can update the site whenever it is required.

Solution

Ensuring brand consistency across all channels

A concern for many businesses is maintaining a consistent look and feel across all channels. For a company with a worldwide business, this means ensuring that the material, regardless of language, is the same. FELCO can now accomplish this easily using the Marketing Optimization solution, which allows the company to control images used across all channels, including all of its subsidiaries. The Marketing Optimization solution ensures that if an image is edited centrally, the websites are automatically updated with the new image. Additionally, FELCO can avoid manual page compositions using standardized templates, to enable users to easily build and adapt web pages.

The advantages gained using the Marketing Optimization solution not only result in a more easily standardized look, but reduces the need to proof-read as much content. "Previously it took two months to review a 30-page catalog in six languages," Schmid says. "Marketing Optimization helps us reduce this time dramatically, allowing us to spend time on more valuable projects."

Customer solution at a glance

Software

- HP MediaBin
- HP LiveSite
- HP TeamSite
- HP OpenDeploy
- HP IDOL

About FELCO

FELCO is the world's leading manufacturer of professional pruning shears and cable cutters. Formed in 1945, FELCO manufactures its products entirely in its factory in Switzerland. It employs 150 people to manufacture high-quality pruning shears and cutters. FELCO's products are exported worldwide through seven subsidiary companies and various importers. Its end-users are essentially pruning professionals, such as horticulturalists and landscape gardeners. FELCO has an annual turnover of approximately \$48 million.

For more information go to FELCO.com

About TBSCG

TBSCG's reputation is built on providing complete solutions to improve the management of customers' experiences. Long-term customer relationships are the company's primary focus which they achieve by working in partnership with their customers to develop real and tangible business benefits.

TBSCG's projects typically include:

- Consultancy, implementation and development of ECM/DAM solutions using HP products
- Managed, hosted and subscription services for ECM/DAM solutions
- Development of mobile applications
- Content production including video
- QA and testing

For more information, please visit tbscg.com



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The implementation of HP MediaBin

For the implementation of their Digital Asset Management system, FELCO chose TBSCG, an HP partner with strong integration skills. TBSCG has 11 years of experience working with HP MediaBin, as well as other products integrated with HP MediaBin: HP TeamSite, HP LiveSite and HP OpenDeploy. FELCO uses HP MediaBin as a single source of truth across the enterprise of around 100 countries. This approach of "create once, use many" has led to huge benefits in terms of time-to-web (for FELCO.com) and time-to-print (for their 18 languages printed materials: catalogs, leaflets etc.)

The collaboration between FELCO and TBSCG ensured the assets stored in HP MediaBin are available at any time for the users; allowing them to focus on their creative work and not on the technical details.

The project started in 2004 with the integration of HP MediaBin. This was further enhanced in 2007 by integrating HP LiveSite and HP MediaBin using the TBSCG MediaBin accelerator product. A further extension in 2009 created a personalized advertisement distribution system. The latest enhancement is the full integration of HP MediaBin to FELCO's e-commerce solution.

Benefits

Maintaining a dynamic customer experience

Using Marketing Optimization, FELCO has been able to improve its operations and provide an experience that is fluid, adaptable, and exciting. Marketing Optimization has allowed FELCO to do much more for approximately the same cost. FELCO has reduced the cost associated with using agencies to create or amend sales material. Also the Marketing Optimization language independent solution means that FELCO's translation costs have been cut, allowing the company to divert resources elsewhere. The repetitive work of proof-reading and updating has been reduced, enabling a greater focus on customer management.

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