

Iron Mountain Fulfillment Services



Iron Mountain Fulfillment Services, Inc.
Utilizes Pageflex Technology to
Meet the Needs of a Range of Vertical Markets

CASE STUDY

PAGEFLEX®

Campaign Summary

Objectives

- Enhance their proprietary web-based system to better support the needs of clients in a range of vertical markets
- Use a web-based system to enable Iron Mountain's clients to gain efficiencies
- Produce better response rates by promoting a call to action
- Ensure clients can meet compliance in their marketing materials

Results

- Iron Mountain used Pageflex technology to create e-Customize, a robust solution that supports clients in a range of vertical markets, including financial services, pharmaceuticals, and insurance.
- An annual savings of more than \$380,000 creative services costs.
- e-Customize enables Iron Mountain's clients to achieve greater efficiency in their production process.
- Iron Mountain's solution imparts a sense of confidence to their clients. They know that legal, brand, and graphics compliance are consistently met on each project.
- Iron Mountain now provides a level of customization that enables clients to achieve greater results in their response-driven campaigns.

Overview

Iron Mountain Fulfillment Services provides their customers with a web-based system for ordering and inventory management. With this solution, they had been able to establish successful business relationships with customers in a range of vertical markets. As Iron Mountain looked to expand the scope of services they offered to these verticals, they chose Pageflex as the technology that could support the demands of this range of vertical markets.

Background

Founded in 1970, Iron Mountain Fulfillment Services is the recognized pioneer in utilizing the Internet to offer advanced solutions to make managing fulfillment operations as simple and effective as possible. Their vision is to empower end-users while liberating marketing professionals from non-core tasks, all the while controlling costs to improve bottom-line success for their clients.

One key to the success of Iron Mountain Fulfillment Services is their proprietary web-based system called GroupTrak™. This system provides their customers with an intuitive, real-time, web-enabled, ordering and inventory management tool. This comprehensive content management and fulfillment system provides an online interface that gives clients access to collateral and content ordering, item and user management, reporting, and shipping functions. GroupTrak is utilized daily by over 200,000 registered users from Fortune 100 companies across the nation and around the world.

With GroupTrak, Iron Mountain built successful business partnerships with customers in a range of vertical markets. These business partnerships gave Iron Mountain Fulfillment Services a solid understanding of the content management needs for a range of customers in these markets, and helped shape the company's vision on how to expand their services.

Specifically, Iron Mountain Fulfillment Services had learned that while the business needs of these verticals were different, their campaigns all held very similar goals.

These common goals included:

• Gain Efficiencies

All of Iron Mountain Fulfillment clients are looking for ways to be more efficient, but efficiency can mean different things to different clients. Some want to move away from printing large volumes of offset and move into a print-on-demand solution where they can print only what is needed. For other clients, efficiency means printing large volumes of shells and then customizing elements of those shells to gain greater efficiency. In some cases, it is a combination of both. However the client defined efficiency, Iron Mountain wanted to offer a solution that could meet that definition.

• Promoting a Call to Action

Clients want to create more effective marketing materials that move the reader to take action. The call to action may change from project to project; for example, it may be making a sale, a post-sale follow-up, or information gathering from a prospect. What doesn't change is the client's need to create more effective marketing and sales materials that can successfully drive this call to action.

• Compliance

Most verticals have some kind of legal, brand, and graphics compliance that needs to be included in their sales and marketing materials. Compliance can mean legal text, corporate logos, graphic standards – or any combination of these. What is important is giving the client the confidence to know that whatever they require in their materials will be included.



The Pageflex product line is a part of the Bitstream family of software products.

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After implementing Pageflex and launching e-Customize, Iron Mountain has successfully implemented a range of projects with customers in many vertical markets.

These projects support both the common goals shared by the verticals, but also enable Iron Mountain to better meet the changing needs of individual clients.

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David Lowndes

Director of Product Development
Iron Mountain Fulfillment Services, Inc.

e-Customize™ – A Solution for a Range of Verticals

Taking these goals into mind, Iron Mountain Fulfillment Services began to develop a solution called e-Customize. Their vision was to build on the success of GroupTrak by offering customers the ability to customize their materials and better enable them to meet these common goals.

After evaluating several solutions, Iron Mountain chose to integrate Pageflex as the technology of choice to support the functionality that e-Customize would need to provide. Iron Mountain felt that Pageflex would enable them to better meet the goals of what their clients were asking for, including customization, brand management and print-on-demand efficiencies.

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The projects included:

- **Large Mortgage Company**

A large mortgage lender needed a way to produce advertisements that could be customized by thousands of users but could also include certain requirements, including consistent terms and conditions, brand identity, and legal compliance language.

To solve this challenge, Iron Mountain Fulfillment Services used e-Customize to provide the mortgage company a system where mortgage brokers could create customized ads for local publications that met the range of requirements. The advertisements were prepopulated with information, then, using the system, the mortgage brokers could customize their name, address, photos, and the size of the advertisement – all while maintaining the brand and legal compliance the project demanded.

- **Pharmaceuticals/Medical Devices Company**

Iron Mountain Fulfillment Services worked with a pharmaceutical company that produced sales materials for their national sales force. These materials include formulary information that details insurance facts for the medicine. This information varies by state, so the company was creating conventional artwork for each state.

Using the system created by Iron Mountain, the company now assigns a “power user” – a person designated with design and messaging controls – to customize templates which then become a static document with approved messaging, logos, etc. These static documents include information relevant to each state that can then be ordered by sales people.

- **Major Insurance Company**

Iron Mountain Fulfillment Services worked with a major insurer that provided supplemental insurance services to companies. As part of their sales process, the company would produce customized brochures for each of the company’s employees, outlining the benefits they select. The insurance company needed to have a minimum number of employees to make it cost-efficient to produce the brochures.

Using e-Customize, Iron Mountain created a new solution that enabled the company to produce these customized brochures for employees. The amount of time needed to produce the brochures has now been reduced from hundreds of hours to just hours. The cost savings the client has realized can then be passed along to the customer, and because there no longer needs to be a minimum number of employees to produce the brochures, this enabled the insurance company to expand their business opportunities.

This solution dramatically reduced the man-hours involved in creating the brochures, saving the company time and money.