

# e-Integrity



## International Company Saves Time and Resources with Innovative Business Card Portal

CASE STUDY

PAGEFLEX™

### About e-Integrity

e-Integrity, a division of Integrity Graphics, offers a hosted solution called MarketingHub, which is a unique set of Web-to-print (W2P) marketing automation and content management tools that optimizes marketing resource effectiveness and efficiency across their customer's entire creative and distribution network. With online access to its integrated components, PrintHub transforms the way visual marketing communications are created, customized, approved, and ordered. Visit e-Integrity at [www.eintegrity-usa.com](http://www.eintegrity-usa.com).

### e-Integrity Uses Pageflex Technology to Build an Effective System That Simplifies the Production Process

The user is presented with a selection of business card templates, including selections for different locations, logos, divisions, accreditations, and formats.

### Overview

Business cards are the lifeblood of any company, the first thing many people see about an organization, and a link between the company and the outside world. Not only do business cards need to look good, they also need to accurately and clearly communicate vital information about the person and the company.

Simple enough, but imagine that you are an international organization with five different divisions throughout North America. You have thousands of employees who communicate in several different languages and work in numerous offices. Ensuring that all of these employees have cards with the right design, logo, language, credentials and

office locations makes managing the business card production a time-consuming and expensive proposition.

That was the challenge faced by Wiremold/Legrand, a Legrand North America company – how to simplify the production of all the variations of their business cards. To meet this challenge the company turned to e-Integrity, a marketing automation firm who developed a system that enabled the company to simplify this complex system process.

### Growth Leads to A Challenge

Based in Limoges, France, Legrand is Wiremold's parent company and the world's leading producer of wiring



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

devices with operations in 51 countries and 28,000 employees worldwide. The company recently expanded into North America, acquiring several companies, including Wiremold, a leading provider of wire and cable management solutions. The result of this expansion is a newly formed group of North American companies that employs over 750 employees under the Legrand name.

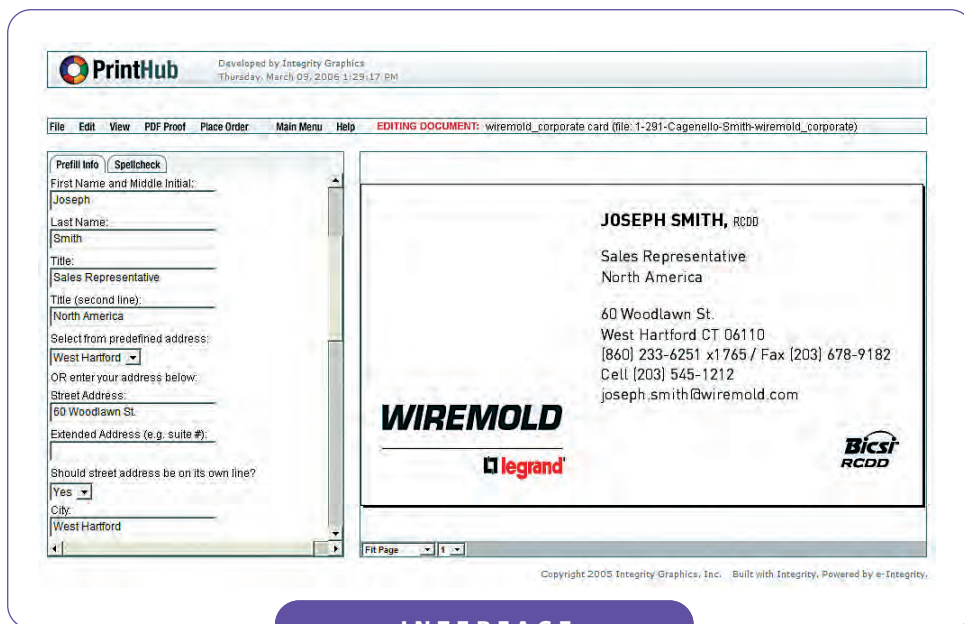
Developing business cards for this new group of companies and its 750 employees presented a significant challenge. These cards varied in design, logos, and office locations, with some cards requiring a two-sided format to accommodate two different languages.

In addition to the variations of the different cards, the business card ordering process was time consuming and involved a great deal of internal handling, taking six to eight weeks to produce. Orders were sent to a central purchasing group, where they would be held until there were enough orders to print. The printer would then set the cards and generate a proof that was then sent out for approval. Once the proof was approved, the cards were finally sent into production. Printed cards were then sent to quality control, and once approved, were boxed and shipped to the employees. Clearly this system consumed too much time and too many resources.

### Using Automation to Simplify Production

Wiremold/Legrand sought a faster, easier way to produce their business cards, and for help, they turned to e-Integrity, a marketing automation firm based in Connecticut. e-Integrity developed a portal for the company using its MarketingHub solution. MarketingHub is a set of Web-to-print marketing automation tools that incorporates Pageflex document editing and proofing technology within a custom e-commerce infrastructure. This capability gives users, including remote staff, hands-on control of how they customize a document, in this case, business cards. This type of self-service online editing streamlines the document creation process, saving time, money, and resources.

Using the MarketingHub system, Wiremold/Legrand created various business card templates to accommodate the different logos, locations, and languages. Each authorized user is presented with the appropriate set of templates for their location and function. The templates include predefined addresses, so the user simply needs to add relevant personal information, including name, title,



### INTERFACE

The user can customize the name, accreditations, title, and contact information for the card. Addresses are predefined fields, so that the user can select from a pull-down menu, reducing the possibility for errors.

telephone number, and e-mail address. A drop-down list of certifications and credentials is presented to the user to ensure accuracy, and to automatically add the appropriate certification logos to the business card.

The MarketingHub system automatically generates an online PDF proof which the user is encouraged to review through their Web browser. Once the user approves the proof, they specify the quantity of cards to be printed and add the order to a shopping cart. This shopping cart feature is used internally to identify department codes for billing and where to ship the order.

The order is then sent via FTP to Integrity Graphics, the parent company of e-Integrity, where it is printed on a NexPress printer and boxed for shipment. After the order has been placed, the cards are saved online for reordering. The cards can be updated at anytime to accommodate for such changes as new certifications, phone numbers, etc.

Using the e-Integrity MarketingHub system with document customization capabilities from Pageflex, the business card ordering process now takes only two weeks to complete and requires only eight minutes of hands-on involvement. Since implementing the system, Wiremold/Legrand has realized significant savings in both time and money.

This solution gave Wiremold/Legrand an easy, fast, and accurate system for

producing their business cards. The system has since been rolled out to two other Wiremold divisions: Wattstopper and Ortronics.

### About Pageflex

Pageflex software enables template design, flexible layouts, personalization, customization, document scaling, variable-length documents, Web-to-print portals, interactive online editing, cross media marketing, and personalized e-mails and Web sites. Pageflex provides the capability to produce all things variable for printers, advertising agencies, marketing services companies, and corporate marketing departments worldwide.

### Contact Us

For more information about Pageflex solutions, including an online demo, please contact a member of the Pageflex sales team at 800-551-0549 or sales@pageflex.com.

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