

PLUMB ONLINE: Case Study

The Company



Our client company Trimble provides precision agriculture products that enhance the efficiency of farming. The company's technology assists farmers throughout every step of the farming operations process. Using these proven technologies, farmers can operate more efficiently. With Trimble, farmers can quickly and easily improve their everyday planning, decision making, and overall operational strategy. Trimble has products to support farmers regardless of field type, crop type, or vehicle.

The Challenge: Meeting marketing needs with distributed locations and workforce

Having products and services that are sold and supported by resellers all over the world, the challenge facing Trimble was getting their stakeholders the marketing assets they needed in an efficient and timely manner. Trimble partners, like many companies, require sales materials, business papers, forms, trade show materials, point-of-sale items, and premiums branded for their individual business units. Trimble was seeking a solution that would serve the needs of their internal and external partners worldwide. The company wanted a system that would provide resellers with a "one-stop solution" to order literature and ship it around the world

"This fulfillment site has enabled our resellers/customers across the globe to select, configure, customize and print what they need when they need it. They can quickly and easily order marketing materials to represent their business and know it will arrive on time. Mail Masters has done a great job meeting our global fulfillment needs."

Amy Wigginton

*Director, Marketing Communications,
Trimble Agriculture Solutions*

quickly and cost effectively. Additionally, they wanted these global resellers to be able to order the marketing materials they need without routing the orders through their internal marketing department.

Trimble dealt with the internal struggles that arise from trying to manage a brand, provide good resources, and give their stakeholders the tools they need. Often companies are not aware there is a solution and continue to deal with lost revenue from reprinting, lost productivity managing marketing asset needs, and overall frustration with never-ending requests, proofing, and not maintaining the integrity of the brand. They needed a company that could handle orders and ship globally, the acceptance of international credit cards, and a system which would allow resellers the flexibility to configure and personalize materials before placing their orders. Upon evaluating several companies, Plumb Marketing (formerly Mail Masters) was deemed a good partner fit.



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The Results: Increased efficiency, reduced cost, and satisfied stakeholders

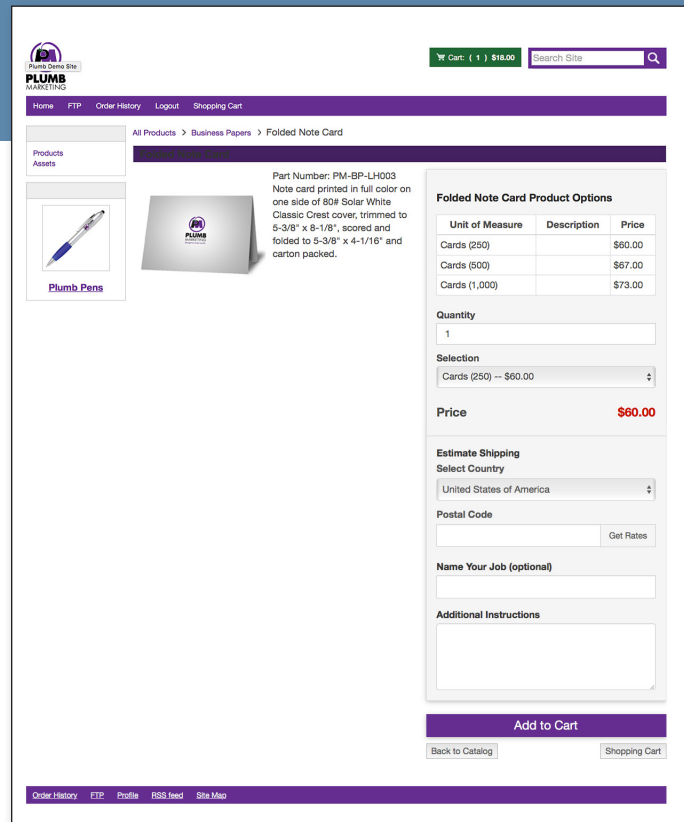
Once selected, Plumb Marketing (formerly Mail Masters) executed the system installation, including all the user profiles, product templates, and shopping cart functions expediently and accurately avoiding any major hiccups.

According to Amy Wigginton, Trimble's Director of Marketing Communications, the company experienced far fewer trouble calls from resellers increasing the efficiency for the end user, and saving them internal time and cost. Further, they appreciated quick and efficient response times.

Within the first year of implementation, they saved over \$5,000 in reprint costs alone, not to include additional time and efficiencies gained.

Previous challenges encountered when providing materials to resellers were eliminated. The Trimble brand stays consistent across all resellers. They are dealing with far fewer issues with lost or delayed orders, saving time and shipping costs. The quick turn around on any needs keeps their resellers happy and gets them what they need promptly. In short, the installation of the system resolved all of the previous problems and issues.

The marketing asset management system provided a solution for Trimble to manage their marketing needs effectively. Between resellers, corporate users, and administrators



Trimble now has multiple people logging into the system on a daily basis to access, configure, and order over one hundred items.

No matter the size of company or amount of items we all manage marketing materials for our businesses, find out how a system like this can solve your marketing pains.

We want to help save your team time and money. Call us today to get started or schedule a demo!

303-607-9424

plumbmarketing.com

