CASE STUDY

Launching a Business Expansion with a Major Platform Upgrade

propago

The Company

+ Brand Resource Management with a Human Touch

+ Organizing, Producing, and Distributing Brand Assets

+ Woman-Owned and Family-Owned Since 1971

+ Global Customer Base In Various Industries

Highlight Quotes

A True Partner

"We hear from our clients all the time that we are more than a vendor or supplier, we are a true partner. Before Propago, we didn't have hardly any vendors we could say that about."
- Christina, Director of Client Experience

Understanding the Industry

"It is rare that a tech company understands the various production requirements and workflows in the graphics art arena." - Kelly, President and CEO

Rise to the Task

"With Propago, we get thoughtful, knowledgeable humans who get to know us and our company and make smart suggestions. Finally, when we need extra service, they rise to the task."
- Christina, Director of Client Experience

Executive Summary

This company has been helping brands organize, produce and distribute marketing assets for nearly 50 years. They've enjoyed steady growth over the years with a diverse mix of regional, national, and international clients.

Having previously grown organically through client referrals, it became time to expand their sales efforts. Step one was to replace their outdated web to print platform.

Propago provided a solution that turned their marketing asset management offering into a powerful sales tool and greatly expanded their capabilities.

"Robust back-end combined with shiny front end, all wrapped up in a cost-effective package. Propago is our partner for long-term, sustainable success. "

Implementation Timeline

November 2018	+ Initial discussion with Propago to solve frustrations with current platform.
December 2018	+ Signed up for the Propago Platform 10 days after initial conversation.
February 2019	+ Collaborative work on the initial setup and first portal.
May 2020	+ Launch of the portal for their largest client at the time.

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The Problem

After a thorough analysis of their current capabilities, the company decided that a new web to print solution was critical to expand their client base.

They had been on their old platform for 7 years and its limitations were holding them back.

The major limitations of the old web to print platform were:

+ Outdated Customer-Facing Front End:

   "We knew that our current platform was not sexy or sleek enough to sell." - Christina, Director of Client Experience

+ Missing Key Platform Functionalities, Including:

   • Robust client approval/management abilities
   • Advanced user interface customization
   • Integrated digital asset management
   • Robust carrier management
   • Intutive platform management interface

+ Lack of Support and Adaptability:

   "Time after time, if we got a response at all from our previous vendor, it was a generic ' This functionality is in beta'."- Christina, Director of Client Experience

The Solution

Sleek and User-Friendly

+ Propago's mobile-optimized, intuitive, and modern front-end interface makes it an easy sell to prospective customers.

Robust Back End

+ A solution that makes production workflows, carriers, and portals all easier to manage is invaluable for increasing efficiency.

Quick Support

+ Knowing they can always get responsive customer support and help with onboarding new clients gives the company confidence to pursue more business.

Team Mentality

+ *"The Propago team sees our success as their success and they're going to do what it takes to get us up and running."* - Christina, Director of Client Experience

The Results

Onboarding Time Cut In Half

+ Time to go live with a new customer's portal has been reduced by 50%.

+ This is partially due to a more intuitive and robust, solution that makes it easy for the company to manage the platform.

+ The Propago team's responsiveness plays a major role in accelarating the deployment of new portals. *" They act as an extension of our team."*- Christina, Director of Client Experience

Expanded Client Base

+ With a more powerful and capable web to print solution, the company can go after bigger prospective customers.

+ The sleek and modern customer-facing front-end makes Propago a useful sales tool that's easy to lead with in discussions with a new potential customer.

Bottom Line

+ Upgraded from a clunky, outdated platform with almost non-existent support to a robust, adaptable, sleek solution.

+ Helpful, responsive, hands-on partnership.

+ With this tool and partnership, they could expand their sales efforts and diversify their client base.