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Case Study

Becoming a Stronger Solutions Provider

"It's software developed by printers for printers."

The Company

- Printing and Marketing Solutions Provider since 1986
- Evolved from print & fulfillment provider to complete marketing solution partner
- $8+ Million in Yearly Revenue
- Specialize in Creative Multi-Media Marketing Campaigns
- Provide brand protections and complex workflow needs of large organizations in highly-regulated industries

Executive Summary

An adaptive marketing solutions provider with over 3 decades of print experience was losing business and wasting money and time with an outdated web to print platform.

Propago provided a solution that simplified administration, won customers with more complex needs, and was both more intuitive and customizable, all while costing less than the old platform.

Implementation Timeline

DEC 2018 - Initial discussion of migration from a competitor's platform

JAN 2019 - Demo to team, followed by subscription to Propago

FEB 2019 - Collaborative work to transition to new platform

MAR 2019 - 1st portal launched

FEB 2020 - Custom development to integrate storefronts into company's MIS system

Quotes

"Propago offered everything we needed that our old system did not." - Donnie, Operations Manager

"I am no longer afraid to sell the ecommerce platform to my clients." - Matt, Sales Rep

"So far, we have not found anything we can't provide that our customers request." - Donnie, Operations Manager

Challenges

The old platform lacked important capabilities and was inefficient to manage.

This hurt the company's bottom-line in 3 ways:
- Loss of customers
- Missed opportunities with prospects
- Increased labor costs

Propago's Solution

01 EASE OF USE
An intuitive platform means a better user experience and less time and labor spent on creating and maintaining portals.

02 FLEXIBLE CONTROLS
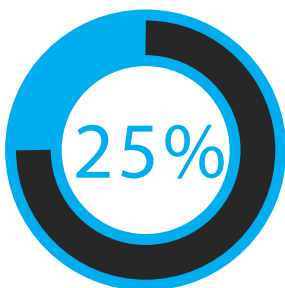The platform can adapt to the needs of a customer: portal look and feel, user interface control, payment options, etc.

03 ROBUST REPORTING
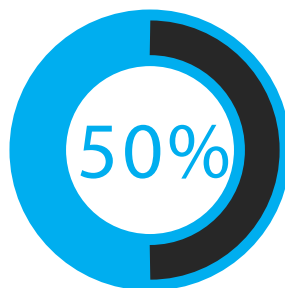Customers and portal admins can easily get the data they need and customize reports on the fly.

04 RELIABLE SUPPORT
"We love working with everyone that we interact with, an amazing team of people." - Donnie, Operations Manager

Results

$350K
NEW CLIENT REVENUE

To date, $350K in revenue generated by onboarding new customers to Propago.

20%
SAVINGS ON SOFTWARE

On software alone, the company saves 20% yearly with Propago.
In addition, they have seen a significant increase in online order volume.

25%
LABOR REDUCTION
Better inventory control, easier to make changes to portals, less maintenance

50%
TIME TO LAUNCH
New customer portals can be setup and launched easier and quicker

Bottom Line

- Able to win bigger customers with more complex needs.
- Reduced costs, improved efficiency, higher order volume.
- A better user experience and a more capable, powerful platform.