



CASE STUDY

Switching Platforms to Grow and Innovate

Executive Summary

This top 20 distributor and marketing solutions provider has always been known for their flexibility and ability to meet the needs of a wide array of clients. Serving companies across the globe, large and small, in many different verticals, they provide everything from complete supply chain services to summary billing and reporting.

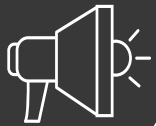
The platform they had been using to support their clients was starting to show its age and become a hindrance to their business. They needed a more flexible, powerful, and innovative solution in order to continue to stay competitive as a top distributor in the country.

Propago increased the company's ability to provide cutting-edge solutions for their clients with a reliable and constantly developing solution.

The Company

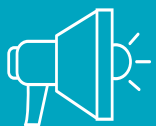
- Large Marketing Solutions Provider
- In Business for Over 35 years
- Among the Top 20 Print Distributors in the US
- Approx. \$20 Million Yearly Revenue

Key Quotes



"Propago has been everything we wanted in an online marketing platform, from functionality to great service to the development of new features."

Brian, Director of IT



"Propago shows very well during presentations. Prospects and customers can see how good the user experience is and that it has all the features they need."

Brian, Director of IT

"WE TRULY FEEL THAT WE ARE PARTNERS WITH PROPAGO, HELPING EACH OTHER TO SUCCEED."





The Problem

■ The old platform lacked some key features, wasn't reliable, and wasn't growing or improving over time.

As a result, the company:

- Lost a large, major client
- Was on the way to losing another
- Experienced a noticeable decline in new business

The lack of a powerful and modern web to print platform was having a tangible effect on the company's current and future business.

The Solution

Expansive Functionality

Switching to Propago gave the company vital capabilities they simply didn't have before, such as: product kitting, public storefronts, user-friendly apparel support.

Innovative by Design

It was important for the company to find a *"growing and developing"* solution. For them, Propago exemplified a platform at the forefront of web to print innovation.

Flexible Integrations

"Integrating with customers was costly and challenging on our previous platform. With Propago's API's and helpful staff, we are able to meet the needs of our customers, from simple SSO to more complex platform integrations."

- Brian, Director of IT

The Results

The positive benefits of switching to Propago are wide-reaching. Two impactful results are (1) a sharp increase in new clients and (2) a boost to apparel sales.

Increase In New Business

98
Sites

Since implementing Propago, the company has seen a significant increase in new business. They attribute this increase to having a strong, modern platform: *"we added 21 new customers with sites in 2019 and now have 98 active sites."*

- Brian, Director of IT

Increase In Apparel Orders

30%

"Apparel has become a very large part of our business. On our previous platform, apparel wasn't handled well from a user perspective. Our apparel volume has increased in part because of Propago."

- Brian, Director of IT

Bottom Line

By switching to Propago, this top US distributor:

- Saw a sharp increase in new customers with online portals.
- Found a solution that will grow with them and continue to innovate.
- Can be confident that they have found a true partner, who *"cares about our needs and our customers' needs."* - Brian, Director of IT

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www.propago.com