Case Study

REPLACING OUTDATED TOOLS WITH ONE COMPLETE SOLUTION

"Overall, Propago is easier to manage and easier to sell. That has directly impacted our bottom line, our customer satisfaction, and our internal culture."

THE COMPANY

► Multi-Platform Communications Company
► Top 30 U.S. Printing Provider
► Provide Full-Service, Innovative Marketing Solutions
► Appr. 250 Million In Yearly Revenue
► Locations Across 12 States

KEY QUOTES
PATRICIA, DIRECTOR OF TECHNOLOGY STRATEGY

► *"The team is patient with us as we learn. Issues, which are rare, are solved promptly. The support to help us identify the best way to solve a customer problem, even as far as talking to the client with us, is very appreciated."*

► *"Our clients that we have migrated off other systems and onto the Propago platform are thrilled and contact us less for support and questions."*

► *"The platform is extremely flexible, allowing us to solve for most every ask with a few mouse clicks. Further, the feature set is robust and exceeds platforms that are twice the cost and twice as complex to manage."*

EXECUTIVE SUMMARY

Propago Platform
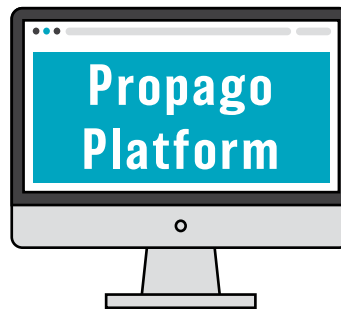
This Top 30 printing company serves a broad range of clients, big and small, across many industries.

They had accumulated a variety of tools and systems over time in order to meet their clients' diverse needs. But this accumulation of software led to serious efficiency issues.

They needed to streamline their technology stack and find a complete solution that was powerful, flexible, and easy to use.

IMPLEMENTATION TIMELINE

Fall 2018 - Initial discussions between company and Propago.

Jan 2019 - Company signs up for the Propago Platform.

Feb 2019 - Collaborative migrations from multiple systems to Propago.

Mar 2019 - First client site goes live.

THE PROBLEM

Their technology stack had become bloated and inefficient. They needed to find a solution that was strong and versatile enough to replace their outdated systems and tools. The many problems caused by having too many overcomplicated systems in place included:

- ► Costly expense of developers to keep client sites up to date.
- ► Outdated interfaces and unintuitive user experiences.
- ► Limited client autonomy for managing their sites, leading to high support burden.
- ► Unsatisfactory support from system vendors.
- ► Difficulty educating sales staff about the various systems and tools.
- ► Excessive costs due to *"licenses, training, duplicative integrations, senior technical staff requirements and support agents."* - Patricia, Director of Technology Strategy

THE SOLUTION

► **Client Autonomy**

Propago allows the company's many clients to manage their own sites with powerful client admin features. This reduces the support burden and improves client satisfaction.

► **Highly Configurable**

Out of the box configurability for both the front and back end of the solution make the platform *"extremely flexible, allowing us to solve for most every ask with a few mouse clicks."* - Patricia, Director of Technology Strategy

► **Robust Reporting**

Granular tools for customizing, scheduling, and sharing reports for both the company and their clients make Propago's reporting module a *"huge advantage and selling point."* - Patricia, Director of Technology Strategy

► **True Support**

The working relationship with Propago is *"excellent in every way. The team is there, promptly, when we need them."* - Patricia, Director of Technology Strategy

THE RESULTS

Improved Client Satisfaction

"Our clients that we have migrated to Propago from other systems are thrilled and contact us less for support and questions."
- Patricia, Director of Technology Strategy

$ 40%
Labor Cost Reduction

A more intuitive and configurable solution enabled the company to cut development costs, maintenance costs, and time wasted on training and administration.

THE BOTTOM LINE

This top 30 printing company was able replace multiple outdated systems with Propago, and in doing so gained:

- ► Significant savings on development, integrations, licensing, and training.
- ► A platform so intuitive and configurable that clients can manage their sites themselves.
- ► A more streamlined and flexible technology stack.
- ► More satisfied clients and a better looking, better selling platform.