

## ***A Content Management, Web-Ordering And Print-On-Demand Solution***

### **Customer Challenge**

A manufacturer of specialized attachments and work tools for a Fortune 100 industrial equipment manufacturer needed a more automated and streamlined way to provide printed publications to their customers, dealer network and manufacturing sites.

Their literature creation, printing and fulfillment program involved a very manual and labor-intensive process. All of their 5000+ publication titles were being stored in hard-copy format and orders for literature were being fulfilled by duplicating the hard-copy via an office copier. With an increasing volume and size of orders, this was taking up valuable resource time and office space. Plus, there was no common or formalized tool for ordering literature, no mechanism to track or control revision updates and their publications lacked a consistent, professionally printed quality level.

### **Midland Information Resources Solution**

Midland offered our customer an end-to-end solution that included:

- Customized Content Management System
- Web-based On-Line Ordering Program
- On-Demand Printing and Fulfillment
- CD-ROM Duplication and Subscription Service

Utilizing Stellant, a web-based content management system, we customized a solution that would electronically house all their publications and make them available for output in a variety of mediums. By scanning all of their documents stored as hard copy into a digital format we could check them into the content management system in a PDF format. We also built the program to house all new publications into the same system, using a consistent naming convention and in the same PDF format.

Orders for printed literature are now placed via a customized web-ordering program. Each publication is printed only as requested using state-of-the-art digital printing engines and shipped directly to the various

dealer network locations and manufacturing sites. As new titles are checked into the content management system, the web-ordering program is automatically updated and only the most current version of each publication is available for ordering.

Plus, dealers can subscribe to receive a set of CD-ROMs twice a year that contain the most current version of all publication titles. By utilizing the same content management system, we can download the publications and duplicate CD's as requested.

### **Key Customer Benefits**

Our customer was immediately able to realize the benefits by shifting to this more automated and streamlined information management and distribution solution. Key benefits included:

- A streamlined communication tool for customers, dealer network and manufacturing sites
- Increased customer service
- Centralized the electronic storage of all publication titles
- Eliminated warehousing of publication titles
- Gained resource efficiencies by utilizing an automated ordering system.
- Increased reliability of document revision control
- Reduced overall cycle time
- Increased production quality of publications