



## GLAMS SMP

learn how one of the world's largest software companies achieved brand consistency by using GLAMS SMP to manage their EMEA stationery requirements .



# Customer Profile

A fortune 500 company and one of the world's largest software providers with more than 17,500 employees in more than 40 countries. They develop and retail multiple software products and solutions. The EMEA region accounts for in excess of 30% of their annual revenue.

## Case Overview

Each office within the EMEA region were responsible for sourcing and ordering their stationery requirements locally. A brand audit pinpointed inconsistencies in the delivery of their identity across the region. The report identified key issues including,

- Overall inconsistencies in the application of the groups brands.
- Significant colour variation on basic stationery items.
- Use of different paper stocks.
- Inconsistencies in the finishing techniques used.

The company decided to issue a **Request For Proposal** for an EMEA wide supplier for printed stationery. The primary objective was to ensure strict and continuous brand compliance

Key stationery items for consideration included,

- Letterheads
- Compliment slips
- Business cards
- Envelopes
- Labels

## Case Conclusions

The company's brand guidelines and disciplines were not being correctly implemented across the region leading to major inconsistencies. The proposed solution was to source one EMEA wide supplier for printed stationery.

Although it was clear that this would dramatically improve brand compliance, the proposed solution presented unique challenges in terms of communications and collaboration.



# The Solution

The unique selling point of the winning Perigord Group proposal was the combination of our quality print systems with the capability of GLAMS SMP or Global Asset Management System, Stationery Management Portal, a Perigord Group product.

Working with a project team, a definitive print specification and colour standard was agreed for each item. Perigord Group collected all native artwork from the company's agencies. The artwork and assets were then uploaded to the GLAMS SMP system. Automatic Artwork templates were built for standard items, such as business cards and letterheads and this empowered each EMEA office to configure and order their own localised stationery items.

## GLAMS SMP Collaboration

GLAMS SMP delivered a collaborative workflow solution which connected all the stakeholders. The system provided a robust, comprehensive and flexible platform for job and production management, collaboration and workflow. Features of GLAMS SMP include,

- Tracking of all Stationery work in progress.
- Central repository for all stationery assets.
- Auto Artwork, perfect for jobs such as business cards.
- Brand management repository for brand assets.
- Quotation management for creative and print services.
- Gallery module – Storing images, video and audio clips.
- Print ordering module for managing print vendors.



## Solution Process

GLAMS SMP enabled users throughout the 12 EMEA offices to create artwork, order stationery and track delivery online.

All items for the EMEA region were printed by Perigord Group, at one location, under the same strict process and quality system. This ensured that there is no deviation from brand guidelines.

Perigord Group printed litho shells for business cards, letterheads and complement slips. This ensured strict and continuous brand compliance. It removed the possibility of colour variation which had occurred regularly with short runs and digital printing. The copy could then be overprinted digitally on a print on demand basis.

## Quality

Achieving high quality levels is an integral part of our success and essential to maintaining our customer relationships. Perigord Group's documented quality system ensures that we exceed standards. Our QMS clearly defines our policies, processes and procedures to ensure total quality.

### ISO Accreditation

The International Organization for Standards (ISO) is the largest standards organization in the world, with a network of standards institutes from 159 countries. The ISO 9001 is a set of procedures covering all key processes within a business and ensures that these processes are efficient, effective and are monitored consistently allowing the company to continuously improve on its processes. Perigord Group is accredited to PS 9000, ISO 9001: 2008. Cert number IE07/66329.

### The Forest Stewardship Council

Corporate social responsibility issues are becoming a core component of corporate brands. Dealing responsibly with your company's footprint cannot only reduce risk, but can enhance your brand if you walk the walk and know how to talk about it. Perigord Group are FSC certified. Cert number SGS-COC-005340

### PharmaChem

Perigord Group are members of The PharmaChem Skillnet. The PharmaChem Skillnet includes leading 'Global' and 'Indigenous' organisations in the Pharmaceutical, Chemical and Medical Devices Sectors in Ireland.

The purpose of the Skillnet is to increase the level of knowledge and skills of a broad variety of employees affording them the opportunity to gain experience thereby developing competencies across the organisations.



# A Scalable Solution

The solution developed by Perigord Group proved scalable and handled some major milestones since implemented.

During the term of our relationship, the customer announced that it was involved in what was at the time, the largest software industry merger in history. Perigord Group and GLAMS SMP managed all new stationery requirements for the EMEA region, a huge project.

Instant online proofing and approval meant no delays and GLAMS SMP delivered complete tracking of all items simultaneously to all stake holders. A full portfolio of stationery including business cards for each and every employee were delivered, on time to each office within the region for a pre-determined switch over date

During the term of our relationship, the customer also refreshed their brand identity. Perigord Group managed changeover, within the EMEA region. The transition to new artwork was seamless. The change was rolled out, literally overnight. GLAMS SMP eliminated any proofing requirement.

## The Results

- Total quality. Zero deviation from brand guidelines.
- The customer gained control of all native artwork stationery assets.
- Cost savings achieved by using one vendor to service all EMEA offices.
- Cost saving with the elimination of Artwork agency fees for Auto-Artwork items.
- Cost saving with the elimination of Artwork retrieval agency fees.
- Valuable hours saved through GLAMS workflow efficiencies including instant online proofing and approval.

# About Perigord Group

The Perigord Group are a Global Production Services Agency providing artwork, brand & print management products and solutions. Companies from all over the world use our solutions to manage their brands, marketing and packaging assets. Our objective is to integrate with our clients marketing teams and deliver their brand messages to the highest standards while reducing production costs.

Perigord can become your production department delivering our technical expertise in-house, virtually or actually. This enables our clients to concentrate on their core business.

The Perigord model is simple and easy to adopt. We provide the technology to manage your production function and then ensure all your production activity is implemented to world class service levels and standards.

A key strength and ingredient to our thirty year history of success is our strong commitment to evolution and technology innovation.

