



Case Study

THE CLIENT

Westcoast - Leading international IT and supplies distributor.

THE PROJECT

Supplier/Client/Agency Marketing Communications Portal

RePortal



THE CHALLENGE

An IT distributor network is based on a unique relationship between supplier, distributor, resellers and end user. The creation of appropriate, flexible and successful marketing media in this market (electronic, advertising and Direct Mail) depends on dynamic, transparent reporting and communications between Vendor, distributor (*Westcoast*) and the marketing agency responsible for creating the promotional pieces.

Westcoast turned to *Hartley-Stone* to help them design and develop a suitable platform for dynamic communication between the relevant parties across their wide channel base.



THE THINKING

All qualified parties needed instant access and upload options for briefing notes, artwork and comments from any location. Additionally, workflow needed to be monitored and managed from inception to delivery and/or deployment for every project.



THE SOLUTION

Working with *Westcoast*, *Hartley-Stone* created a reporting and communications programme based on an artwork delivery timetable and a bespoke online portal. The portal was accessible, - through a password-protected secure area - by Vendor marketing personnel, *Westcoast* marketing, sales and deployment personnel and *Hartley-Stone* copy writers and designers.

The portal allowed jobs to be launched, commented on and passed for print/publication, with instant uploading of artwork and email notification to all stakeholders and interested parties, so they are made aware of comments and artwork modifications. The portal monitors every job from creation, through first pass for artwork, modifications, final pass and deployment. Importantly it's also a central archive/library for all artwork and print files.



THE RESULT

The relationship between *Westcoast* and its vendors has been considerably strengthened, to mutual benefit. *Westcoast* now has a versatile, sophisticated communications and reporting platform to ensure that all relevant parties are kept informed of the status of each job as it passes through the network. All nominated personnel are able to comment quickly and easily at every stage of production. Promotional pieces are delivered on time and there is no confusion over job status and accountability.

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