



## Company

Green Lips Media

## Sector

Multi-channel Marketing

## Location

Sydney, NSW



# Paying more than lip service to web-to-print

The mark of a genuinely innovative company often hinges on the ability to turn a client's insurmountable problem into an elegant solution.

Green Lips Media, a small but focused multi-channel marketing company in Sydney, has all those hallmarks. It was established nearly two years ago, but in that short time has achieved resounding success in campaigns for its clients.

Director Dan Ries has a long pedigree of working in multi-channel and multi-media publishing in the USA. He was employed by a company that pioneered personalised marketing and cross-media promotions in that country – and one of the first in the world to use XMPie to build targeted marketing campaigns. But family holidays in Australia turned his mind to living here.

"My family and I moved to Australia about three years ago because we love it here," said Dan.

"Green Lips Media evolved because I saw a niche for servicing corporates and print companies with mature multi-channel and data marketing services. I've been doing this kind of work since the '90s, and have used a lot of personalisation and variable data applications throughout my career."

Green Lips Media contracts to Snap CBD in Sydney to supply those services to its list of over 40 clients, including St George Bank and Bank of Melbourne.

One of Green Lips Media's more recent projects was to develop a web-to-print application for Snap CBD to use for Bank of Melbourne as it opened for business, to supply all the print and marketing collateral a new bank and its branches would require.

## Business challenge and scenario

The Bank of Melbourne required branded print materials for its branch network, as well as marketing collateral, posters, brochures and pamphlets prepared specifically for each branch, business cards for all staff members, and a myriad of other printed products.

The bank wanted these products available to be ordered online from Snap CBD as required. A web-to-print ordering process had to be developed so that staff could order specific quantities of print quickly and easily.

## Challenge

- Bank of Melbourne required an online ordering solution that would enable individual branches to order personalised collaterals from its suite of branded marketing materials
- These collaterals would need to be ordered and printed quickly and easily via a web-to-print ordering solution through Snap CBD
- The development of the back-end job allocation system needed to be capable of handling multiple orders and processing them seamlessly

## Solution

- XMPie uStore allowed Green Lips Media to set up e-commerce online stores without involving programmers, whilst also enabling personalisation
- Freeflow Process Manager, enabling a specific workflow automation solution to process jobs

## Benefits

- Decentralised procurement via easy to use portal
- Prepress automation streamlines workflow
- Seamless and quick set-up creates satisfied customers

“The new solution is faster, more intuitive and easier-to-use than before. We are definitely pleased with the outcome.”

– Marsha Gittens  
Senior Campaign Manager  
Brand & Marketing  
St George Bank

Developing a web-to-print solution capable of handling so many orders was challenge enough, but in overcoming it they created another for Snap CBD and Green Lips Media. They also had to develop a back-end job allocation system and workflow which could accept all those orders at Snap CBD and allocate them to the appropriate print site quickly and efficiently, so they didn't create a huge bottleneck in the company's production schedule.

“All the collateral for a bank branch is personalised, although it all follows the bank's branding and marketing rules,” said Dan. “We had to develop a system which was capable of handling the many different types of print items that the bank staff needed. Yet they all had to be very simple and easy to order on the website, to minimise the effort and time spent by staff in the process.

“Then we needed to be able to accumulate all those print jobs at Snap CBD, log them in and sort them by priority, impose them and assign them to the appropriate location and print engine, and arrange delivery. It was a very tall order!”

## Solution

Dan Ries approached Fuji Xerox Australia, which had a longstanding relationship with Snap CBD, to purchase XMPie, which could provide the tools to build a state-of-the-art web-to-print portal.

Dan decided that XMPie's uStore would provide the most appropriate utilities, with its ability to set up e-commerce online stores without involving programmers. uStore lets users set up unique branded stores for multiple internal or external clients, and tailor preferences and parameters to fit each one.

“We were able to develop a system that gave bank staff a personalised template online so they could order on demand,” he explained.

“XMPie is a stable and quick platform for navigating through the website, but we wanted to offer pre-population capabilities with back-end databases, and that's where Fuji Xerox Australia came in with a custom utility that works directly with uStore to manage lists,” he said. “Then the bank's employees could manage their own details through a very easy-to-use interface built into the online site.

“All the collateral for a bank branch is personalised, although it follows the bank's branding and marketing rules. The whole idea is a streamlined ordering process – all they have to do is confirm that their details are still accurate, approve it and order it. They can almost do the whole process without hitting a keystroke.”

Fuji Xerox Australia also developed a specific workflow automation solution, using Freeflow Process Manager, that removed the impediments to the production system at Snap CBD.

“We created a 'dashboard' which puts all the job details in a consolidated job ticket, pulls the files down onto the local network, and then creates a simple web-based interface for the CSR,” said Dan.

## Benefit: Decentralised procurement via easy to use portal

Bank of Melbourne staff can quickly and easily design, approve and order printed collateral as they need them, saving a lot of time and obviating the need for centralised procurement for most of those products. The XMPie uStore web portal is so intuitive and easy to use that staff training isn't necessary. The result is a more sustainable print environment for the bank, with much less wasted print.

## Benefit: Prepress automation streamlines workflow

Snap CBD also enjoys distinct advantages with this web-to-print system. It still gets email notifications that jobs are coming in, but rather than process each job individually staff can log into the dashboard and see that each job is listed, numbered and colour-coded for priority. They simply have to key a number in and it automates the job routing. Nearly every manual job process has been automated, across all the Snap CBD centres around Australia. Up to 30 minutes is saved in preparation for each job.

Peter Brittliff, marketing manager, Graphic Communications Software Solutions, at Fuji Xerox Australia, said, “We're able to leverage years of production experience to develop full end-to-end solutions. Ordering with uStore through prepress automation using FreeFlow Process Manager and integrating seamlessly with Snap CBD's Management and Accounting System using our unique Workflow automation Service Platform (WaSP), has improved their efficiencies to ultimately save time and money.”

## Benefit: Seamless and quick set-up creates satisfied customer

Marsha Gittens, senior campaign manager, Brand & Marketing, at St George Bank, said of the total solution, “Our experience with CBD Print has been seamless from start to finish. When John Budgen and the team presented the opportunities available with the XMPie solution, we jumped at the chance to use it across three of our brands nationwide (St George Bank, Bank of Melbourne and BankSA). Snap CBD Print delivered a fully functional print portal nine weeks ahead of schedule, with no disruption to users. The new solution is faster, more intuitive and easier-to-use than before. We are definitely pleased with the outcome!”

“We believe we're the largest users of XMPie's uStore in the Asia Pacific region. But there are still great opportunities to enlarge on what we already have, and drive the technology further,” said Dan Ries. “By working together we can push the boundaries of what XMPie can do and find new ways to do things. The possibilities are endless if you put your mind to it. The future looks very exciting for us.”

## About Fuji Xerox Australia

Fuji Xerox Australia is a world leading enterprise for business and document management services. Through its broad portfolio of document technology, services, software and supplies, Fuji Xerox Australia provides essential back-office support that clears the way for customers to focus on their core business. With awards from the United Nations and the Banksia Environmental Foundation, Fuji Xerox Australia is well recognised for its commitment to sustainability.

For more information, visit [www.fujixerox.com.au](http://www.fujixerox.com.au) or [www.fxasustainability.com.au](http://www.fxasustainability.com.au)

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