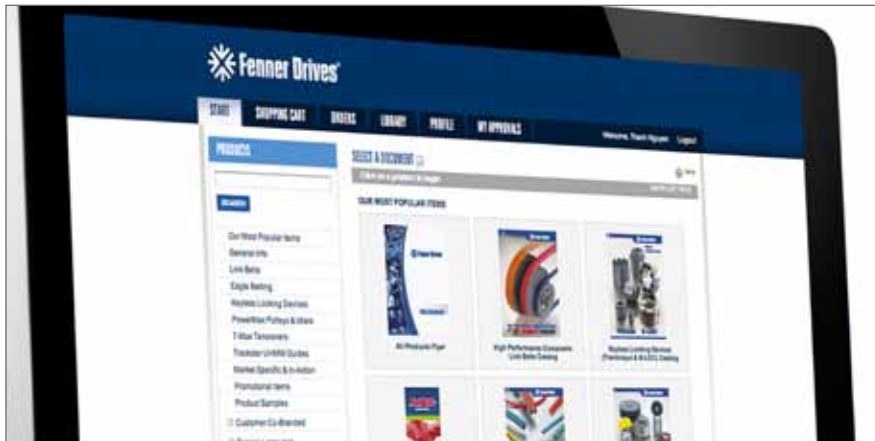




THE STANDARD GROUP

## EXCELLENCE IN COMMUNICATION AWARD

### Fenner Drives Marketing Logistics Portal Winner



## Easy-to-use Portal Conveys Pride While Tightening Belt on Branding

Fenner Drives, a proven leader in the design and manufacture of problem-solving power transmission and motion transfer components such as belting, locking devices, tensioners and more, needed a tool to organize all their current product information and marketing literature for the sales team. Although the company had a shipping department dedicated to completing product orders, they did not have the internal resources to respond to these critical orders and to fulfill them in a timely manner for the sales team, partners and key distributors.

Working with The Standard Group digital solutions team, Fenner Drives marketing was able to redefine and streamline their communication workflow and sales support process for meetings, trade shows and events. With the opportunity to reboot the distribution of their literature and to outsource the “on demand” printing, warehousing, kitting, fulfillment and delivery, the marketing team was able to save time and automate the execution of these essential activities. We developed an online marketing and sales management portal with 24/7 web ordering and end-to-end logistics. We simplified the literature ordering process and empowered the end users to place orders and verify status.

What made this project so successful was that the Fenner Drives marketing team, with executive support, fully embraced the new process and committed to using technology to help them get more organized. They were receptive to recommendations and completed assignments in a timely manner. As a result, this was one of the smoothest site developments and launches.

#### KEY RESULTS:

- In the first 2 months, there were 129 users, 244 items (72 POD, 1 kit), 4 languages, 239 orders
- Centralized the distribution of key marketing literature and sales materials
- Removed over 125 obsolete items and set up an “on demand” literature library saving on unnecessary printing, warehousing and storage
- Updated branding and standardized templates for various channels
- Streamlined the ordering process and gave the internal biz dev specialist and marketing team more organization, time and pride

*“Feedback has been phenomenal. Our outside sales force now can order their own materials instead of calling their internal business development specialist and having to key everything in. And all the reps (74 manufacturing reps) can order their own meeting supplies. It really freed up a lot of time for everyone.”*

*“Besides giving all of us more time, it has given us more pride too. The outside sales team used the site as judgment for the marketing team. Because we are so organized, they think very highly of us. They have definitely given us a pat on the back and it feels good.”*

*- Brad Winters, Marketing Communications, Fenner Drives*

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