

Case Study

Winning the Cornerstone Client

THE COMPANY

- Brand Management Company, Founded in 1980
- Promotions, Print, Technology and Integration
- Supports Global Brands Across Several Industries
- \$20M+ In Yearly Revenue

HIGHLIGHT QUOTES



Personalized Attention

"Beyond the technical benefits of the Propago Platform is the spirit of partnership and willingness to work with us to address our needs and those of our clients." - Phil, Co-Owner



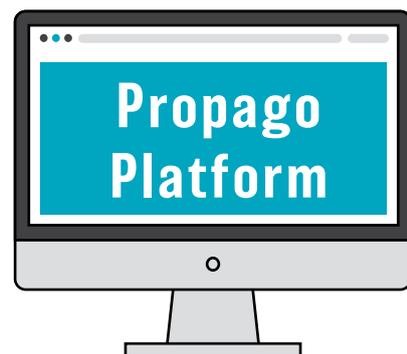
Partnership Exemplified

"We have a one-word mission statement, 'Partnership', and the team at Propago exemplifies that in our interactions with them and their support for us and our clients." - Phil, Co-Owner

SUMMARY

The mission of this Brand Management company is to provide client-focused solutions to help brands realize higher potential.

In order to win a large, cornerstone client, they needed an online platform that could handle thousands of users with sophisticated and evolving solution requirements. Propago not only provided the technical prowess needed to win the client, the partnership enabled them to ***"go beyond a typical customer-supplier relationship and work as partners to collectively address client needs."*** - Phil, Co-Owner



THE CHALLENGE

The company had an opportunity to win a large prospect with complex business needs. However, they did not have confidence in their existing system to support the client goals and similar clients in the future. Specifically, they were concerned about their legacy system's scalability, platform stability, and flexibility.



THE SOLUTION

Robust B2B Capabilities

Propago's storefronts have all the features the company needs to support large brands with complex business requirements, including SSO support, store credit, customizable approval workflows.

Power and Performance

Many of the national and international brands the company supports have thousands of users. Propago provided a platform with the performance and stability the company can be confident in.

Flexible Integrations

The right integration capabilities were an essential item for this brand management company. Propago provided a robust and reliable integration with both their back-end ERP and with a seamless "punchout" to Ariba.

A True Partner

It was important for the company to find a software provider that could be a true partner. The Propago team has been helpful through every step of the process and is *"creative with finding ways to address client needs."*
- Phil, Co-Owner

CRITICAL ITEMS

- Intuitive and Flexible User Interface
- Robust and Reliable Ariba Integration
- Powerful and Customizable Reporting
- Efficient ERP Integration
- Partnership-Based Approach to Solving Challenges

THE RESULTS

NEW CLIENT'S IMPACT



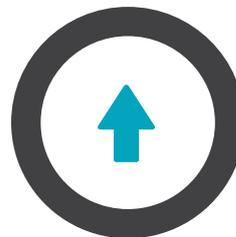
"The initial client [won with Propago] has grown to account for 20% of our revenue with approximately 12,000 electronic invoice transactions per year"
- Phil, Co-Owner

IMPACT OF MOBILE SUPPORT



"We have deployed multiple client stores that required a mobile responsive UI. These account for ~\$500k in annual sales that would not have been possible on our previous platform."
- Phil, Co-Owner

OPPORTUNITIES EXPANDED



"The business model and partnership allows us to actively look for opportunities to deploy the Propago solution to address a large variety of client solution needs."
- Phil, Co-Owner

BOTTOM LINE



BETTER BRAND MANAGEMENT WITH PROPAGO

By choosing Propago, this brand management company was able to secure a major client that now accounts for 20% of their revenue. And more, they have found in Propago a partner that enables them to seek greater business opportunities with confidence.