

Case Study

SIMPLIFYING DISTRIBUTION OF MARKETING MATERIALS FOR A GLOBAL BIOTECH BRAND

The Company

- Leading Bio-Technology Company
- Over 2,200 employees
- 500,000+ Products
- \$700+ Million in Annual Revenue
- Corporation with 11 life science brands
- S&P 400 Company

Quotes from Marketing Operations Manager



On the Problem Before Propago

"There was no process for requesting our materials. It made our process long, wasted employee time, and did not flow"



On working with the Propago Team

"AMAZING! Seamless integration and support from the start and continues to be great."



On the Solution's Impact

"Propago has VASTLY improved our business in multiple ways. We can now get the right information to our employees around the world."

Executive Summary

A leading bio-technology company needed a way to easily get materials to their employees and sales reps across the globe.

Propago provided a cloud-based platform capable of streamlining marketing material distribution.

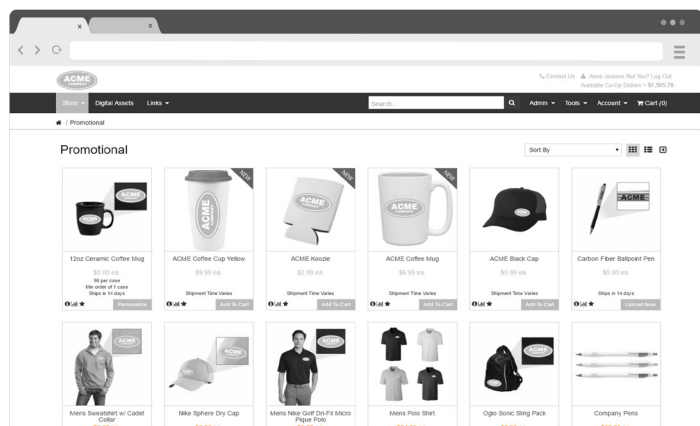
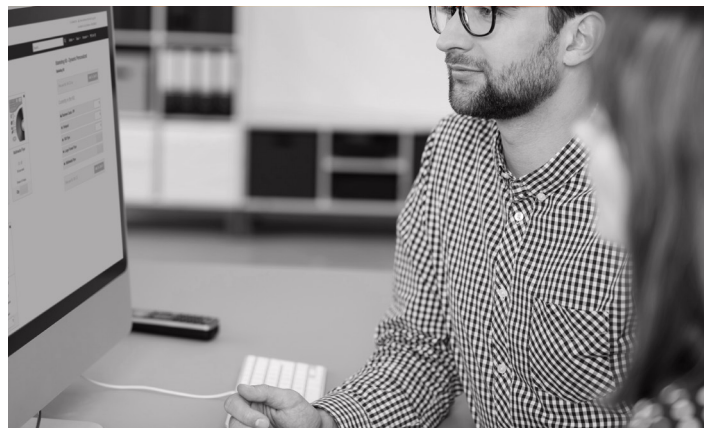
Implementation Timeline

- June 2018 ■ Initial Demo of Platform to Biotech Company Stakeholders
- Aug. 2018 ■ Company Subscribes to Propago Platform
- Sept. 2018 ■ Collaborative Creation of Marketing Portal
- Oct. 2018 ■ Integration of Single Sign-On and Soft Launch
- Nov. 2018 ■ Company Launches Portal with 1,400+ Products to 1,500+ Users

The Problem

Before Propago, field reps were emailing and calling every time they needed a simple product sheet, a proposal, even new business cards.

"There was no process for requesting our materials before. It made our process long, wasted employee time, and did not flow well. Bottom line is employees couldn't get what they needed easily." - Jessica, Marketing Operations Manager



The Solution

Propago enabled the employees to quickly request materials by utilizing a branded, web-based platform.

Regardless of the type of device (mobile, tablet, desktop) or the country where the rep is located, employees can access the platform via the company's single sign-on tool, Okta.

"The capabilities of the platform are amazing!" - Jessica, Marketing Operations Manager

Results

Three primary improvements:

1. Distribution of material substantially more efficient
2. Decreased time on manual tasks to free up marketing team for more important projects
3. Analytics on usage of marketing collateral, which did not exist before.

"Propago has given us a seamless tool to get what we need to our employees easily." - Jessica, Marketing Operations Manager

Time to Request

3
Minutes



Time Saved

The process for an employee to request materials like marketing literature went from days or weeks of emails and waiting to 3 minutes or less placing an order on the portal.

Management

45%
Reduction of
Administrative Tasks



Efficiency

Managing the of approval and fulfillment of employee material requests went from a time-wasting headache to a streamlined workflow handled by an intelligent web-based platform.

3 Factors That Set Propago Apart

01

Flexibility

Robust capabilities enabled the global brand to tailor the platform to their needs.

02

Support

Seamless integration and prompt support from a team that's "great to work with."

03

Cost

Reasonable setup cost and monthly charges based on order volume.

Bottom-Line

- Sales reps can spend more time in the field selling
- Employees across the globe can quickly get the materials they need.
- This leading bio-tech corporation found an efficient solution for marketing asset management to support their 11 brands.