

RPM Wins \$2 Million Account with DemandBridge Technology



RPM leverages DemandBridge's digital asset management and print-on-demand technology to help win a \$2 million national hospitality account.

RPM's combination of technology, resources and experience will allow the hotel chain to execute a national marketing program at the local level via a web-based program management platform that provides each franchisee the flexibility to customize marketing materials while adhering to corporate approved brand guidelines. These local marketing products are expected to substantially reduce the clients need for costly one-off print projects and will represent a significant advantage in giving their hotels the ability to increase sales through customized marketing products.

"Our client needed a system that would provide their franchisees the ability to take ownership of their regional marketing efforts and reduce the strain of fulfilling everyday requests on their corporate marketing department," said Glen James, Managing Partner of RPM.

With DemandBridge's technology, the hotels will have access to a robust digital asset library that will be linked back to their variable templates. This is a unique capability in the marketplace that will improve the user experience dramatically and allow the client to leverage their investment in photography.

"Our strategy focused on delivering a comprehensive, cost-saving solution by providing a highly customizable turnkey system that helps automate workflow and streamline their operations," said James. "It's no longer enough to just provide products or simple services. Clients want more. To remain competitive, distributors must invest in technology that helps them transition from the traditional 'print and ship' business model to 'marketing resource providers'.

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