eDocBuilder
Empowering Web-to-Print

Century Marketing Solutions Chooses eDocBuilder from Aleyant for Customization of Marketing Collateral

Company Background

Century Marketing Solutions is a wholly-owned subsidiary of CenturyLink, the third largest telecommunications company in the U.S. as a result of its acquisition of Qwest. Century Marketing Solutions provides marketing services to both CenturyLink and third parties.

Challenge

The marketing team at CenturyLink was seeking to develop a web portal to allow its more than 120 retail stores to order sales materials online. The firm turned to its subsidiary, Century Marketing Solutions (CMS), for a resolution.

Solution

Paul Eason, Jr., CMS Director of Information Technology, was no stranger to web-to-print solutions, having tried several different systems over the years and having purchased several solutions resident on the firm's internal server for variable data, template creation and storefront presentation. "With the volume we needed to handle, and the fast turnaround times required," he says, "our existing system simply was not going to be able to handle demand. That sent us on a search for a more robust solution that we could easily integrate with our custom-built marketing portals and our back-end MIS system to handle templates and variable data aspects of these marketing requests. We were thrilled when we found eDocBuilder, offered as Software as a Service (SaaS) from Aleyant."

Results

eDocBuilder found another admirer in CMS's programming staff. Eason says, "eDocBuilder was so easy to set up, and the API worked so well, that we were able to deliver web-to-print applications that worked better than anything else we had done in the past. Our programmers were delighted with it—it is now their software of choice when we are looking to create any web-to-print applications."

With eDocBuilder in place, CMS was quickly able to design and upload templates into an automated ordering system for CenturyLink's retail stores. Eason explains, "Stores order a variety of materials, from door hangers and flyers to catalogs and brochures. Some are customizable and others are static. Authorized store users simply sign on, select the materials they need, customize them with local information as appropriate, verify the online proof and order the materials."

Once a store places an order, a job is created in CMS's MIS system (CRC). All storefront materials, including templates, are pre-approved by the corporate marketing department, ensuring brand integrity and limiting the types of customizations that are available. When the online proof is approved by the store manager and the order placed, a print-ready PDF is automatically generated and data is passed to the MIS system to automatically generate a job ticket that moves the job through the production process. "No one touches the job," says Eason, "until the digital print operator pulls it down for production and then hands it off to shipping."

For CenturyLink store managers, the ordering process is faster and simpler, and materials are received quickly. There is no need to wait for business hours, call to check on order status, go through a three- to four-day fax proofing cycle, or worry that items will contain errors when they are received.

Eason states, "For production, we have had similar productivity improvements. Prior to integrating eDocBuilder into the mix, not only did we have to manually record customizations to materials, but someone in prepress had to manually produce them, proof the job and then enter it into production. This was time-consuming, and as our number of orders grew, unsustainable." CMS has handled hundreds of CenturyLink orders through this interface, with the volume continuing to climb as the business grows, and Eason and his team find new applications and new ways to help the parent company be more efficient.

"Support from the Aleyant team has been outstanding," reports Eason. "When we have high level questions, someone always responds in a timely fashion and provides answers. What we are building now are more sophisticated web-based solutions. We needed a partner that not only had a sophisticated web-to-print offering, but also had the support to back it up."

Eason and his team plan to continue to use eDocBuilder as its web-to-print and template creation tool for all of its portals moving forward because it integrates so easily, and because of the tools and support Aleyant provides. He says, "What we needed was a tool that allowed us to quickly and easily create templates that users can customize within corporate branding guidelines, generating a high-resolution PDF out the back end, and integrating both with the portals and our MIS system for a seamless, automated workflow. That solution was eDocBuilder, and since going through a near-flawless implementation, we have never looked back."