

CASE STUDY



Single Platform for the Management of Digital Assets

Abstract

Our customer, a global Consumer Packaged Goods manufacturer, was using an Excel driven process to maintain, create and support digital assets worth millions of dollars. The process proved to be too cumbersome, inefficient and non-user-friendly.

Vertex developed a custom solution that acted as a single platform to effectively handle these assets, also known as touch points and channels, and make them available for use to all their brands and business units located across the world.

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Business Challenge

Our customer was using an Excel driven process to maintain, create and support their digital assets. As a result, the regional marketing teams that were spread all across the globe, each having a set of digital assets, were working in discretely. The use of excel driven process was not scalable for all the regional teams to collaborate. The trials made to collaborate using the existing process proved to be too cumbersome, inefficient and non-user-friendly.

Vertex Solution

Vertex performed a comprehensive analysis of the existing process, understood specific details that were critical to their business and proposed a new application to automate the entire process. The primary objective was to drive efficiencies by managing all the information at one place.

Vertex proposed SFDC (Salesforce.com) as the ideal technology option for this need, leveraging Point and Click features for 70% of the features and Customization using APEX and VisualForce for the remaining 30% functionalities.

Solution Highlights

The solution allowed customer to effectively handle digital assets, also known as touch points and channels, and make them available for use to all their brands and business units located across the world. The solution also provided roll up summaries and reporting to gauge the 'spend' and 'effectiveness of money spent'.

The key highlights of our solution include the following

- Manage all details of every asset at a single location (for example, who owns them, who supports them, who pays for them, and so forth)
- Ability to easily tag and identify asset details: who owns them, location, footprint, budget, planning, invoice payment, and so on
- Workflow implementation to automate the manual process
- Robust reporting and dashboard capabilities for users in different roles



BUSINESS VALUE

- Digital assets worth \$150 million are managed through this application.
- Houses information on more than 5000 digital assets
- User base includes 700 users
- Reports, dashboard, trends, matrices on all brand units available at a click

About Us

Vertex is a CMMi Level-3 IT consulting organization that engages with its customers at a strategic level and provides 'thought leadership'. Vertex's team of Solution Scientists craft innovative solutions, with a holistic view, that make businesses smarter. Vertex acts as an advisory partner, aligning its offerings with the business goals and objectives of its customers.

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