

Case Study





## Fellowes Supplies Employees and Retailers with Access to Corporate Assets via Brand Portals

Fellowes was founded in 1917 when Harry Fellowes paid \$50 for Bankers Box and quickly transformed this relatively discrete purchase into a profitable enterprise. Today, Fellowes' stable of products includes everything from business machines such as shredders, binders, laminators, and record storage products, to a full-line of mobile products, media labeling, storage, and desktop products.

"At Fellowes, we strive to help our retailers by providing them with first-class service," says Brad Hillebrand, manager of enterprise technology at Fellowes. "It is imperative we continue to seek ways to improve and innovate this service, and make doing business with us as easy and convenient as possible." This commitment is reflected by the many "Vendor of the Year" awards the company has received over the years from many national retailers and global distribution partners.

To support marketing campaigns for its retail partners, it is critical that Fellowes provide its retailers with up-to-date product images and corresponding product specifications. However, the company was unable to meet either objective very cost effectively or efficiently. The company was distributing 17 CDs with up-to-date product images to each of its retail partners on a quarterly basis—an inefficient, time-intensive task. Moreover, product specifications were not even included in this mailing. What's more, because it lacked the ability to store its more than 9,000 product images in-house, Fellowes relied on a third party vendor to store all of these product images, making it expensive and time consuming to retrieve the images when they were requested.

*"By enabling us to build brand portals that our retail partners can access themselves, Interwoven MediaBin is helping us strengthen our retailer relationships and build competitive advantage."*

*Brad Hillebrand, manager of enterprise technology*

"The processes we had in place for storing and distributing our brand images were very impractical.," says Hillebrand. Furthermore, with product specifications scattered across various systems throughout the organization, there was no way for Fellowes to directly link a product image to a product specification, making it difficult for Fellowes' marketing and sales departments to access product information they needed.

"Our real pain was that there was no way to easily access comprehensive information about a particular product. Now, we have one place to view the product image, image variations as well as 65 fields of specification data—such as upc, sku, descriptions, weights and dimensions etc.—all of the information that is absolutely crucial to promote our products. Before, this just wasn't readily available," says Hillebrand.

### Rich Out-of-the-Box Functionality

Fellowes recognized it needed a digital asset management (DAM) system that would enable it to bring the storage, management, and distribution of its product images in-house, and also integrate with the company's existing Oracle ERP system and future systems. Upon evaluating a number of products, Fellowes selected Interwoven MediaBin. "We looked at about six packages and did a cross-comparison. After evaluating each product for two to three weeks, we ended up circling back to MediaBin, because it delivered everything it promised and more."

### Industry

Consumer manufacturing

### Implementation Highlights

- Interwoven MediaBin digital asset management (DAM) server enables Fellowes to store, organize, search, access, and distribute image-based assets.
- Seamless integration of MediaBin and Oracle ERP system enable linkage of product images with product specifications

### Benefits of Using Interwoven:

- Savings of \$250,000 per year as result of eliminated production and distribution of product CDs and outsourcing expenses
- Enhanced retailer satisfaction and effectiveness by enabling direct access to brand images and product specifications
- Improved internal efficiencies through readily accessible assets



Headquartered in Illinois, Fellowes is a global manufacturer and marketer of business machines, records storage solutions and technology accessories.

## Solution

Interwoven MediaBin® digital asset management server software provides Fellowes with a full-featured central library for the thousands of its digital assets used to promote its products and brands. With MediaBin, Fellowes' marketing team can easily catalog, manage, transform, and deploy digital assets, including product photographs, graphics, and marketing collateral.

Key to Fellowes' selection was the superior image repository capability delivered by MediaBin, which enabled Fellowes to store and update all of its product images. Also important was the fact that MediaBin was extremely easy to use and understand by non-technical users.

### Six-week Implementation

According to Hillebrand, Fellowes was able to get its MediaBin system up-and-operating within six weeks. "MediaBin delivered tremendous value right out of the box with little modification," says Hillebrand. "As a result, I didn't have to hire a ton of developers to make this thing work, which was a huge bonus. As a matter of fact, only one developer was needed—Bob Piotrowski of Azonic software."

By linking its MediaBin repository with its Oracle ERP system in the U.S., all internal departments within the company, such as marketing, product management, and customer service, were able to access product images and product specifications. So, all updates to any product specifications in Oracle are dynamically fed into MediaBin. To interface the two systems, Fellowes used Microsoft's SQL server, which provided fast database-driven technology to transfer the product information between Oracle and MediaBin. "We thought this was an advantage. It also enables us to customize the 'MediaBin database' in any way we see fit. We will also be able to use SQL to interface with additional systems we acquire down the road," notes Hillebrand.

### Improved Collaboration with Retailers

With its MediaBin system in place, Fellowes' retailers are now able to access product images and product specifications together. "Product specs are a big deal. People need that information to do their marketing campaigns. By making all of that information easily accessible online, it's going to add a lot more value for our customers and ultimately make us easier to do business with. We also hope this product will break new ground and set us a further ahead of our competition. We don't see any of them implementing systems at this level," emphasizes Hillebrand.

### Immediate ROI Realized

With greater benefits anticipated down the road, Fellowes has already realized significant savings from its MediaBin implementation. "Right now, I'm looking at an immediate hard cost savings of \$250,000 annually due to the elimination of our outside vendor hosting costs and our manual CD distribution processes," says Hillebrand. "And that's not including the costs we incurred downloading hi-resolution images—nobody could put a value on that."

### About Interwoven

Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments. Our unique approach combines user-friendly simplicity with robust IT performance and scalability to unlock the value of content. Some of the most recognized enterprise and professional services organizations worldwide have chosen Interwoven, including: adidas, Airbus, Avaya, Cisco, DLA Piper, the Federal Reserve Bank, FedEx, HSBC, LexisNexis, Microsoft, Samsung, Shell, Samsonite, White & Case, and Yamaha. Over 20,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit [www.interwoven.com](http://www.interwoven.com).

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