



Success Story

WEST GROUP AND THE NOOSH COLLABORATION SERVICE



What do you do when you need to manage the production of over 8,000 marketing projects a year? This is the challenge that Virginia Flo faces as the Creative Services Production Manager for West Group.

West Group is the leading provider of e-information and solutions to the U.S. legal market. The company's products and services include legal analysis tools, case law and statutes in print, CD-ROM and online formats. Flo manages the production of print marketing materials that support the sale of West Group's products and services. Marketing materials include collateral, direct mail, and advertising. Of the 8,000 projects completed each year, approximately 50 percent are direct mail related

GETTING MORE DONE IN LESS TIME

"The biggest challenge for us is keeping level communications between everyone involved in these projects," states Flo. "This includes our internal and external suppliers such as printers, pre-press, lettershop and paper suppliers." She notes that West Group usually produces projects within five to ten days. And since many projects are tied to other promotional offers, completing projects on time is critical.

A typical West Group project requires a job team of internal and external personnel from marketing, creative services, purchasing and others. Managing the intensive communication between everyone involved is an enormous task.



NOOSH *success* STORY WITH WEST GROUP

THE POWER OF ONLINE COLLABORATION

Since West Group started using noosh.com on June 1, they estimate nearly 1000 jobs have been entered using the service. With noosh.com, West Group has a centralized repository of information for their direct marketing projects, a system that can be accessed by everyone on the job team — this includes internal and external personnel and other outside suppliers. Since everyone on the job team can now share the same information, communication between team members is streamlined and enhanced.



West Group saw immediate time savings using the noosh.com “Request for Estimate” feature. Normally, the estimating process took days. Now they receive estimates from suppliers within hours. As well, estimates can be more accurately compared since all suppliers respond using one, standardized format.

Online collaboration also improves accountability for West Group marketing projects. With so many ongoing projects in the pipeline, changes are inevitable. Now, using the noosh.com “Change Order” feature, all changes are more clearly documented, and both buyers and suppliers can readily review how changes impact pricing before granting approval. With clear information available at a glance, the potential for misunderstandings is greatly reduced.

USING NOOSH FOR MISSION CRITICAL PROJECTS—DIRECT MAIL

Direct mail projects comprise 50 percent of all of West Group’s marketing projects. Flo found that noosh.com was the only e-commerce solution that could accommodate direct mail. According to Flo, “Noosh was clearly light years ahead. It was clear that Noosh knew more about direct mail than anyone else.



GETTING STARTED WAS A TEAM EFFORT

In 1999, West Group was actively searching for an e-commerce solution to help streamline its processes. Arlene Berenson, from West Group's Creative Services department learned about Noosh while attending Seybold Boston. Afterwards, she simply reported to Flo, "You've got to see this." Together, Berenson and Flo met with Noosh representatives at Graph Expo in Chicago. After further evaluation, West Group determined that Noosh was "much further along" than anyone else. The ability to easily integrate with West Group's internal systems was also an important consideration.

SUMMARY

After West Group made the decision to team with Noosh, they wasted no time in getting their suppliers on board. West Group has great relationships with their suppliers and bringing them all together made the training fun and easy. Over the course of a few weeks, Noosh trained over 25 West Group buyers and personnel from 17 suppliers.



NOOSH, INC.

3235 KIFER RD. SUITE 200 SANTA CLARA, CALIFORNIA 95051
T 408.830.0000 F 408.830.0001 WWW.NOOSH.COM