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Stewart Cuts Marketing Costs with Web-Based eCommerce & Inventory Management System

Stewart Title Company chose ePublishing to streamline its marketing processes by building an “anytime, anywhere” Web-based marketing center.

The result was StewartMarketing.com, an innovative business process improvement initiative. Connecting marketing staff from all levels of the company, the site provides resources and an online store to reduce marketing and sales costs –- while ensuring Stewart brand consistency.

MAJOR FEATURES

- Inventory Management
- Store & Shopping Cart
- Content Management
- UPS/FedEx Integration
- CRM Database
- Online Product Catalog
- Custom Reports
- File Management
- Enterprise Database Integration
- Micro-payments
- Accounting System Integration
- Real Time Order Status

Challenge

Before StewartMarketing.com, every Stewart office relied on an inefficient fax and phone system for procuring marketing materials, including promotional literature, merchandise, and clothing. Not surprisingly, it was difficult to track inventory and costs

Stewart’s goal was to unify its marketing and branding, while streamlining all marketing order management and fulfillment processes. An important underlying goal was to provide sophisticated reporting and analysis tools for the department to allocate costs to each Stewart office.

Response

ePublishing collaborated with Stewart staff to create two Web-based applications. One is the StewartMarketing.com extranet interface that marketers use to requisition marketing materials.

Behind the interface is an intranet application that allows Corporate Marketing & Communications to manage all aspects of its accounting, inventory, shipping and customer relationships. Substantial back-end reporting tools enable Corporate Marketing & Communications to allocate costs and calculate return on the marketing investment.

Cost-Cutting Results

Today, business development managers across the country use StewartMarketing.com to request services and order all the marketing items they need, including promotional items, marketing collateral, tradeshow booths and graphics, media materials and more.

In particular, the site allows Stewart to achieve significant cost savings by ordering Stewart-branded items at bulk rates for resale to individual Stewart offices. Rather than ordering items through myriad local vendors, individual managers can browse StewartMarketing.com’s online catalog, order items and pay via the site’s secure, streamlined shopping-cart system.

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