

noosh

point

Case Study:

Marketing Services Partner Point Streamlines Content Marketing Procurement Using Noosh



COMPANY PROFILE

- Founded in 2006
- Specializes in point of sale, printed materials, promotional items, transactional printing, digital asset management, and green procurement

CHALLENGES

- Large global enterprises have widely diverse needs for specialized procurement
- Evolving complexities of rapid growth in Africa, Middle East, and South Asia

- Unique local government vendor selection requirements
- Many stakeholders are based in remote locations

SOLUTION

- Noosh Content Marketing Platform
- Noosh for Enterprise, with group collaboration
- Broad array of customized functions & reports
- Expanded visibility for large corporate clients
- Robust self-service for smaller, remote customers

MANAGING CONTENT MARKETING PRODUCTION IN EIGHT COUNTRIES ON TWO CONTINENTS

Point was established in 2006 to help corporations manage printing costs by identifying and measuring key areas of spend across the enterprise - including marketing, POS, corporate affairs, transactions, training, and one-to-one marketing. Point's clients include many of South Africa's top global firms such as ABSA, Unilever, Nedbank, Old Mutual, Proctor and Gamble, and L'Oréal. The company also serves multi-national firms in the United Kingdom, Saudi Arabia, United Arab Emirates, Nigeria, Ghana, Kenya, Pakistan, and Egypt. Point is focused predominantly in two main sectors - financial services and fast-moving consumer goods.

During its startup phase, Point conducted an extensive search for technology that

would make its operations more efficient, enable its customer service people to enhance their interaction with customers, and be fully customizable to work the way its customers prefer to work.

"We literally searched the world and evaluated all of the solutions we could find," explained Gary Davies, CEO of Point. "We did a trial on a well-known product from the U.K., and two major systems from the U.S., but none of those quite matched our vision.

Then we found Noosh, and what a difference. The others didn't even come close to Noosh's rich functionality. The power and capabilities in Noosh went way beyond what we had imagined we would find in a software solution, and really allowed us to

stretch our range of services to our clients."

Point made a long-term commitment to Noosh, and today 120 of Point's employees use Noosh almost daily, along with 200 people employed by its customers.

"The security and management of information around Noosh is far superior to other systems in the way it manages and stores information. The ability to report on any activity within the tool is incredible. You can slice and dice information and create reports on every field in the database to meet whatever your needs are. You don't merely get a set of custom reports - they are there, but you can expand your visibility to include whatever management information you require. This is way more flexible than anything else we have seen," Davies added.

"Noosh has helped us improve our customer service levels, reduce project processing times, gain efficiencies, generate the reports we need to operate more efficiently, and procure print more effectively. Without Noosh, we would not be enjoying the rapid growth that we have achieved over the past five years. Noosh has been a brilliant success for us."

GARY DAVIES
CHIEF EXECUTIVE OFFICER
POINT (SOUTH AFRICA)

“We work with most of the top blue chip multi-nationals in Africa, & Noosh has been very successful for us. Noosh is the glue that holds our business together.”

**GARY DAVIES,
POINT (SOUTH AFRICA)**



ENHANCING AGILITY, ACCURACY, AND SERVICE LEVELS

“We love it when our smaller customers can initiate jobs themselves using Noosh with its new sell-side group collaboration functions, because this improves our response times and overall productivity,” Davies shared. “For our larger customers who have operations across Africa, the Middle East, and Asia, we’d prefer to have people on the ground everywhere they do business, but it’s not always possible to cover every remote site. With Noosh, we can closely manage the initiation of each project and all the interaction with our customers in geographically distributed locations.”

Point’s costs of serving small clients or remote sites are significantly reduced without lowering the quality of the service they receive. Customers can access status updates and service messages in real time, anytime,

as they work within the Noosh platform.

“It’s essential for us to respond very quickly to evolving enterprise requirements, so having a solution that can be easily customized is a big advantage. Instead of having static service listings that are hard to change, we get a flexible service delivery mechanism that allows us to remain quick and agile.”

Noosh acts as a single system of record that starts when a project is created by the customer and continues through final project delivery, to give Point’s customers the visibility and control they need when outsourcing millions of dollars of commodity services.

“As professionals, we always want to keep our customers informed and

updated, and deliver the highest possible level of customer service. Noosh automates routine status updates and the small, but critical details of the business, which frees up our people to focus on higher value activities and on growing our business,” Davies said.

When Point starts working with a new enterprise customer, that customer expects that Point will become quickly merged into all of the systems and business processes that they already have in place. Noosh makes this possible by integrating into most major purchasing systems and ERP solutions to reduce errors, eliminate double-keying of information, and optimize workflow efficiencies.

DEMONSTRATED COST SAVINGS

Thanks to Noosh, Point's business has grown rapidly, and its sales people have been able to upsell the benefits of Noosh to their clients - especially the cost savings that can be realized in terms of hard financial costs. Across the board, Point's clients have enjoyed 30% to 50% cost savings by having their print materials managed professionally, using Noosh.

"We have seen a significant savings in process costs for our clients, being able to manage everything on one platform. And the management information that we're able to feed back to our customers is unsurpassed. Even with all of their sophisticated ERP systems - they haven't come close to being able to access the information that we can, using Noosh as our procurement tool," Davies reported.

Point is able to generate detailed reports on actual savings at any particular time, based on location and product type. If a customer wants to know how their POS savings are tracking, or how much they are saving on typical printed materials, Point's customer service team can dig down deeper, looking at each division within a corporation to extract granular savings figures.

VENDOR SELECTION COMPLIANCE

The nation of South Africa is historically, politically, and economically unique. Even

though the former policy of Apartheid was abolished in 1994, its after effects continue to reverberate. The current ruling government promotes a policy known as "Black Economic Empowerment (BEE)" to foster socio-economic transformation and improved living conditions for Black South Africans. This translates into preferential procurement ratings linked to a company's historical background, and adds significant complexities to day-to-day business operations, which Point manages using Noosh.

"Organizations that comply with the BEE policies receive favorable consideration when they compete for contracts in South Africa," Davies revealed. "In order to have a favorable rating, you've got to purchase from other companies that also comply with the policies, & this cascades through the supply chain. Companies that don't follow the guidelines are marginalized."

As Davies explained it, his company maintains a set of detailed scorecards in the Noosh database to keep track of the BEE ratings of various suppliers and potential suppliers. Since 50% of its business originates in South Africa, this affects one-half of the transactions that Point manages.

"We oversee complex purchases on behalf of very large corporations. Previously, our clients didn't have good visibility into their adherence to BEE policies. Everything had to be done manually - and that was a tedious, time-consuming process. But now, with Noosh, we can track compliance and give


them granular insight into the procurement ratings of everyone in the supply chain. Without this automation, it would be difficult for a large multinational to be competitive & successful in the nation of South Africa."

KEEPING BIDS HONEST & ACCURATE

According to Davies, Noosh reports on buying activity so thoroughly that any questionable transaction would be quickly exposed. When Noosh issues a secure request to tender, individual bids are hidden from the buyer until they're all revealed at the same time. Numerous sources can submit a bid for a project, & the corporation wants to be assured which suppliers are offering the highest quality, best pricing, & fastest delivery.

"Without a secure, impartial process enabled by a system like Noosh, a purchasing agent could potentially collect kickbacks by steering business to bidders who might not be the best or cheapest, and the corporation would never know. But with Noosh, senior managers can immediately see if there's any buying activity that's not happening at the best commercial value."

The deep reporting capabilities of Noosh thoroughly identify and highlight all transactional details, to secure the most favorable economic terms for corporations and systematically squeeze out any extra markups or payments made on the side, Davies advised.



"Noosh allows our clients to access our services at any hour of the day from even the most remote locations. They can make service requests, get instant status updates, and run detailed reports through a very easy-to-use Web interface."

**GARY DAVIES,
POINT (SOUTH AFRICA)**



“What’s incredible about Noosh is the complexity of issues that one can manage with one simple interface. Print is a particularly difficult commodity to manage... there are so many variables.”

**GARY DAVIES,
POINT (SOUTH AFRICA)**

SUPPLIER RATINGS

“A lot of print procurement is done on an emotional level,” Davies mentioned. “Someone will be thinking, ‘Oh, he’s such a nice guy, so I’ll buy from him,’ or ‘this person really annoys me, so I’m going to stop using that company.’ The supplier rating system in Noosh eliminates that subjectivity, and shines a light on the elements that are most important to our customers. Companies want to buy from suppliers based on consistently excellent performance, not on emotional subjectivity or social favoritism.”

Point has refined Noosh’s standard supplier rating system to precisely fit the specifications of its clients, Davies explained.

“We can add our own criteria to Noosh, to rate suppliers according to each of our markets. We can tailor it one way for South Africa, and different ways for Saudi Arabia, Pakistan, & Nigeria, for example. Eighty percent of our supplier rating is typically based on timing and quality. In other parts of the world, where it might be

more competitive, someone might decide that quality or timing is a given, & 80% of their rating might be based on pricing. We occasionally use economically disadvantaged suppliers who are working in a garage with a hand-crank generator. Speed and quality are not as consistent in Africa and South Asia as they are in the larger world economies, so we place a lot of emphasis on the ability to produce the right product, and deliver on time. Being able to customize these reports to draw out the details we need is critically important to our customers.”

ENABLING GLOBAL COMMERCE

“We’re using Noosh across different geographies to manage and procure print, brochures, and other marketing materials,” Davies said. “We sometimes get inquiries from multinational companies in South Africa that include requests for print production in countries across Africa and the Middle East. We need to find suppliers who can produce quality products for various remote markets. We use Noosh globally to coordinate all of these widespread projects.”

Noosh supports a variety of global standards, local languages, and currencies.

“We will soon be configuring Noosh for use in our French-speaking and Portuguese-speaking African countries. We are already using it to work with different currencies, including the UAE Dirham, the Saudi Riyal, & the South African Rand. We have found that Noosh handles multi-currencies quite well. Previously, we used spreadsheets to track different currencies, and I can tell you that this is a much better alternative.”

Davies believes that the Noosh platform is “the best of the breed” in the project and procurement software industry.

“Noosh has helped us improve our customer service levels, reduce project processing times, gain efficiencies, generate the reports we need to operate more efficiently, and procure print more effectively. Without Noosh, we would not be enjoying the rapid growth that we have achieved over the past five years. Noosh has been a brilliant success for us.”

BENEFITS TO POINT AND ITS MULTINATIONAL CUSTOMERS



- Customers everywhere gain 24x7 access to self-service resources, making it easier and faster for them to request quotes for services and place orders.
- Point's personnel are enabled to sell complete marketing solutions, not just commodity products.
- Reduced cycle times and faster project delivery with fewer mistakes, less rework, and lower administrative overhead.
- Supplier-neutral sourcing, centralized print procurement, enhanced visibility into distribution, fulfillment, and warehouse coordination.
- Many customers realize improved efficiencies and costs savings ranging from 30% to 50% on printing and marketing collateral.

- Automated simplified invoicing reduces labor expense and accelerates receivables collection.



- Powerful custom reporting capabilities provide deeper visibility into all aspects of procurement & fulfillment processes.

- Deep integration with all major ERP systems, greater depth of actionable information.
- Sales and customer service people are better empowered to offer customized services, work faster, reach out for new customers, close more orders, and promote business growth.
- Powerful analytics show detailed win/loss history to help the sales team improve their chances for future business.
- Access to big data insights, market demo graphics, and detailed customer preferences.
- Compliance with unique government requirements and policies in different geographies.
- Single source of truth for digital asset management, production details, and Web-to-print.

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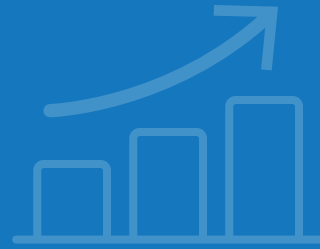
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About Us

Noosh helps enterprises deliver on Content Marketing game plans by streamlining operations and enabling collaboration with vendors.

The company's products and Marketing Services Partners manage digital and print assets, cost structures, budgets, procurements, projects, and team interaction using an integrated cloud-based approach.

Marketers who use Noosh are able to deliver Content Marketing projects at more competitive prices, in less time, and with higher quality.

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