

“We are able to bring incredible value to our retail customers and significant new revenue streams to our own business. In fact, leveraging WAVE’s technology has accounted for a 40% increase in our revenue based on our ability to offer these new services.”

— David McGrath, CMI

### Company Profile

CMI has been in business for more than 100 years and has had a heritage of leveraging technology to reinvent itself to deliver exceptional customer service. The company is privately held and has about 100 employees. CMI offers one-stop shopping, with a wide range of services in the creative realm, from concept development, strategic marketing and photography, to page layout and printing, for its largely retail customer base.

### Business Opportunity

CMI saw the value of implementing a content management solution to help in managing its customers’ digital assets and workflow. The first system the company selected failed to deliver the necessary capability, and CMI had to go back to the drawing board. “We essentially sent out a request for information (RFI) to all of the key content management vendors at that point,” said Dave McGrath, Vice President of Production Services. “Responses reflected a somewhat uniform set of digital asset management product capabilities, but WAVE came in head and shoulders above the rest in terms of the ability to support the customization we needed and its pricing model.” McGrath points out that the company had some familiarity with WAVE’s MediaBank, having used the solution at one point prior to WAVE acquiring



it. “We were also intrigued by the possibilities raised by leveraging both MediaBank and B.Media,” McGrath adds.

CMI began implementing MediaBank in January of 2007. “We wanted to take clients into the online arena for digital asset manipulation and management as well as soft proofing,” says McGrath. “We wanted to offer them the ability to drag and drop assets onto a page layout and to generally improve workflow and visibility. Bottom line, we wanted our workflow to become more modern and efficient for both our retail customers and ourselves; MediaBank allowed us to do that.”

## Results

With MediaBank, CMI was able to develop a scalable workflow that immediately delivered improved efficiencies and reduced costs. It eliminated many of the cumbersome manual processes associated with creating flyers and point of sale materials, reducing the amount of repetitive and non-productive labor required to produce customer layouts. Dale Persad, Director of Technology comments, “One thing we lacked with our customers was visibility into the workflow. Between CMI and its customers, we had disparate systems that could not communicate with each other. By rolling out MediaBank, we were able to give our customers access to the system so they could see all of their pages, get proofs, annotate materials, and review changes we made — all online, 24/7, at their convenience. Our customers are ecstatic. They don’t need to wait for paper proofs and they can be more proactive, reducing the overall cycle time.”

In addition to retail flyers, CMI uses MediaBank to produce signage, posters, pamphlets, business cards,

and any other graphic displays customers require, with the bulk of the work being retail flyers.

“MediaBank gave us a significant workflow improvement,” comments McGrath, “and that was why we initially selected WAVE. But we found that there was another terrific advantage of working with WAVE, and that was access to B.Media.”

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McGrath reports that the company’s largest client, one of the largest retailers in Canada, approached CMI looking for a better way to produce its multitude of promotional flyers. The client wanted a repository of historical information, not in terms of individual images, but rather, in blocks of information that include copy, images, pricing, and other text and graphical information associated with each particular item. They also wanted to be able to easily apply different styles to these blocks as they were used in different flyers. “We got together with WAVE,” says Persad, “and found that B.Media was the perfect solution. In fact, we find that the two products are very synergistic because we can use

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MediaBank as the primary image repository and then easily migrate images to blocks in B.Media. It gives us the best of both worlds.”

WAVE and CMI worked with CMI’s customer to develop a tailored solution to meet these specific needs. “The biggest challenge was information sharing,” says Persad, “with B.Media as the information hub, we are able to give marketers access to add descriptors and messaging, as well as giving secure access to copy writers, French translators, and project coordinators. B.Media’s Whiteboard functionality is a terrific tool that allows users to assemble rough cuts of new flyers. Photographers place their images into MediaBank and content managers can pull images from there into B.Media as

needed. We went live with the system in early 2008 and are seeing great results.”

Persad explains that B.Media’s Whiteboard tool allows marketers to determine how a flyer should be laid out using grids CMI has developed for. This process allows users to easily search for existing blocks of information or create new ones for items they want to advertise. “Our operators can more easily pick up the flyer project, and we know that we will have the look and feel the customer wants.”

### Unexpected Benefits

In the past, last minute changes were an issue as the scheduled press time approached. The proofing process could take three to four days, with hardcopy proofs being circulated for comment to as many as 20 different people in the customer organization before hardcopy annotated proofs were couriered back to CMI. “When a weekend intervened,” he says, “it could be as much as six days. Now we give them two days as part of our Five Step Comment Process, and typically we have annotated soft proofs back within a day.”

Instead of this very sequential review process, CMI and its customer now work in parallel throughout the design process, and changes can be fed in at any time. “Our operator simply refreshes the page and we produce a new soft proof,” Persad points out. “Instead of the last-minute crunch, we now have a more balanced workload and pages are often finished well ahead of press time.”

Persad recounts that in the first week of using the new system, with the associated initial learning curve, pages were finished just in time for the press schedule. “By week two,” he adds, “we were two hours ahead of schedule, and by week three, all pages were complete by 8 PM for a midnight press run. This has made everyone’s lives much easier.”

Persad describes the training WAVE provided as “fantastic.” He expounds, “It was not so much about how to use MediaBank and B.Media as it was about



how to fit these new solutions into an improved workflow — who is responsible for what actions. Once we hammered that out in our first week of operation, everything flows smoothly and there are no workflow issues at all. WAVE’s support is second to none and that is one of the reasons we chose them. Every time we need anything, they are there for us.”

### What’s Next

CMI and their customer already have plans in place to extend the use of the system to additional business units within the customer organization to further eliminate paper-based process that now exist. “Marketers will validate that the information placed on the grids by buyers is correct, approve the layout plan online, and then we start finalizing the page. B.Media

provides us a total history of activity, including who went into the system, what they did while they were there, when approvals were received, and when the project was handed off to us. This level of transparency into the work process has delighted our customer. WAVE has hit the nail on the head with the products and professional services associated with this project."

CMI's deployment of this new solution has been so successful with its largest retail customer, the company is now working to bring its benefits to other customers as well. "With this approach, we are able to bring incredible value to our retail customers and significant new revenue streams to our own business. In fact, leveraging WAVE's technology has accounted for a 40% increase in our revenue based on our ability to offer these new services." ♦



# WAVE

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