



## German marketing promotions Agency achieves weekly time reduction of 85% in client reporting process and a 70% reduction in weekly server maintenance time

### SOLUTION SUMMARY

#### Challenge

PromotionX is a young and innovative “below the line” marketing agency serving leading name IT companies. They specialise in the development and execution of in store promotions and retail events. The company was founded in 1996 and today has 19 full and part time people operating out of the cities of Hamburg, Berlin and Munich. In 2003 PromotionX had €2.1m in revenue. Key to success is the effectiveness of the promotions that the company runs. Behind this lies the need to convert real time data into decision making information and the ability to respond fast to consumer reactions to the promotions.

#### Solution

First, to help improve the quality of the promotions development process, the company decided to invest in 7 notebooks based on Intel® Centrino™ Mobile Technology so that the project teams can capture key data on store visits up front. With the help of their specifically designed database, PromotionX is able to fine tune the final promotion to suit specific retail environments based on intimate knowledge of previous events in similar conditions.

Second, PromotionX invested in an all-new self configured server based on Intel® Xeon™ processors to dramatically reduce time taken to provide analysis and results of promotions to clients and also to eliminate significant maintenance and support costs. Higher service levels are delivered with many man hours per week saved. More for less.

#### Products

- 7 Acer\* TravelMate\* 800B Notebooks with Intel® Centrino™ Mobile Technology
- Microsoft® Small Business Server 2000 based on Intel® Xeon™ processor

### The Business Challenge

PromotionX was founded in 1996 by Michael Woelke and Marc Ben Halima in Hamburg. Today the company operates from three offices in Germany and also has customers in The Netherlands, Austria and Switzerland. From the very beginning PromotionX focussed on the retail marketing needs of the major IT vendors. Today the customer base includes names such as Lexmark, Microsoft, HP and Acer. The core competence of PromotionX is to design and execute in store promotions on behalf of its clients at the retail sites of major players such as MediaMarkt and Saturn. In 2003 the company managed dozens of separate promotions across hundreds of retail sites, and directly interacted with approximately 485,000 potential end customers. In total the company also deployed and managed 582 promoters and hostesses, carried out over 7600 store visits for data collection and promotion evaluation and organised 10 events with a total of 1200 attendees. For a small business, this represents a lot of people, a lot of data and a lot of opportunity for improving productivity by the intelligent use of technology.

In the hyper competitive world of IT retailing, one challenge for all vendors is to ensure that their product stands out from the competition at the point of sale. The challenge for PromotionX is therefore to help cross-sell or up-sell their client's product at the expense of competitor products. The chances of doing this successfully depends significantly on understanding how to match the right promotion design to a given retail environment. This depends on many factors, but one thing that PromotionX wanted to apply was the value of their accumulated data and experience in different retail environments. To do this, it was essential to find a way to capture the data and react to it rapidly. Often a promotion runs for several days or weeks and success or failure can depend on making a few key changes during the promotion based on data input. It is also essential to be able to share this information rapidly across multiple store locations. The challenge for Michael Woelke was therefore to identify a cost effective way of delivering on this opportunity.

## The Business Solution

Given the above, PromotionX decided to address this data communication opportunity by investing in a new tailor made server powered by an Intel® Xeon™ processor. On to this platform they installed Microsoft® Small Business Server 2000 which includes Microsoft® SQL database and Web applications and Microsoft® Exchange for the email.

The benefits of this investment were immediate. First, the several hundred on-site promotions personnel and hostesses started to upload critical up-selling and cross-selling results via the PromotionX web site instead of sending daily results to the office by fax. This meant that the effectiveness of promotions could be assessed and responded to instantly. The analysis could be compared across stores and regions instantly and decisions taken with the client for modifications to be implemented the next day.

Second, the time saved to prepare the weekly analysis and reporting for each client has been reduced by 85%, saving PromotionX between 30 and 40 man hours per week. This is nearly one full time person and provides a very short payback on the new Intel® Xeon™ processor-based server. Finally, the new server has enough power and headroom to run all the main applications and has also enabled the company to save at least 6 hours per week in server administration time. Again, for a small business, this frees up critical resource for client facing, revenue generating work and pays for the investment over only a few weeks.

The second investment PromotionX made was to buy 7 Acer TravelMate 800B Notebooks based on Intel® Centrino™ Mobile Technology. This has increased the productivity of the PromotionX project teams in two clear ways. First, team members working at the retail sites can now capture layout and photographic details to use in the promotion design phase of the work. Second, as Managing Director, Michael Woelke says: "Our new Intel® Centrino™ Mobile Technology based notebooks give our employees the freedom to be creative and effective in numerous locations – good ideas need freedom to think. More time for family and hobbies – even better ideas and work for the agency"

### LESSONS LEARNED

- Intel® Xeon™ processor-based server enables 85% reduction in data analysis time each week, and a pay back on investment in 3 months.
- Intel® Xeon™ processor-based server reduces maintenance man hours by 70% and provides major headroom for future business critical applications upgrades
- Intel® Centrino™ Mobile Technology has contributed towards a 10% increase in project team productivity and delivers rapid ROI by enabling faster team collaboration on time critical projects

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