

Regional Agents Collaborate for Marketing Collateral



Company	: Nestle Middle East Nespresso Division
Application	: Collaboration for Marketing Collateral
Key Benefits	: Speed up the process of collecting orders from agents for collateral Streamline the translation process with greater version control Online history of past orders to facilitate future orders
Technology	: Microsoft ASP.Net, Webserver IIS 7.0, C#, Ajax, JQuery, MS

Applications' Key Features

- Creates list of available marketing collateral
- Collaborate with agents for translations
- Accept orders and consolidate for HO reporting
- Maintain updated shipping address for all agents

Technology

The application is deployed on IIS 7.0 web server with SQL Server 2005. Application is developed on ASP.NET with SQL 2008 database and third-party components from Telerik and Gembox.

Company

Nespresso is the brand of Nestle, the Swiss confectionery and coffee company well known for its various brands of coffee. The Nespresso team is responsible for the sale of coffee capsules and coffee machines produced by Nestle.

Application

Nespresso team in the region controls and distributes various marketing collateral to its agent in different languages. The application developed by emQube enables the marketing team to create the collateral list and seek help from agents to update translations in the regional languages.

The application is also used to receive order quantities for the different collateral items such as brochures, catalogues, leaflets and promotional banners.

The agents have to adhere to a deadline to place the order which is then consolidated and sent to Head Office. The system also maintains updated shipping instructions to ensure collateral is delivered correctly.