

# MARKETEERS QUICKLY ASSEMBLE INFORMATION USING GDOC FUSION™

## INDUSTRY SECTOR

Marketing

## PRECONDITIONS

Marketing often have to quickly assemble information from a range of sources and formats in order to produce marketing plans, insight reports, campaign documents, marketing collateral and presentations. These simple tasks can be very time-consuming to collate.

## GLOBAL GRAPHICS' PRODUCT

gDoc Fusion

## APPLICATION

gDoc Fusion is a multi-format edocument builder application. Its' the most user-friendly way for office workers to access, drag and drop information from a range of sources and formats into a single view, quickly creating high-quality PDF, XPS or Microsoft Word documents for sharing, printing or collaboration. It's the smarter alternative to handling documents shaving hours off document management.

Managing a marketing department has become a document intensive role. There are constant requirements to produce marketing plans, market research reports, campaign briefing documents and presentations for senior management on the performance of marketing activities. Assembling all this information is a time-consuming exercise, particularly when the information comes from different sources and in varying formats. gDoc enables marketers to easily combine documents, redact, edit and review the final document using a simple FlickView feature.

## Marcus, Marketing Manager

▶ Marcus is the marketing manager for a medium-sized manufacturing company. He oversees the marketing, advertising and promotional activities of the company's products through its sales offices around the world. Through the various marketing activities, Marcus manages a high volume of documents on a daily basis. He therefore use uses gDoc Fusion to manage his documents, as he finds it instrumental in helping him to carry out a number of his daily tasks.

## Preparing Management Reports

Every quarter, marketing provides senior management an updated 12- month rolling marketing plan. Traditionally Marcus would receive from the international sales offices, their marketing plans in various document formats from Word, Excel to PowerPoint. Collating the material into a final document for submittal to management was a complex, time-consuming process.

A key element of any collaborative process is the ability to create, review and publish documents of various types easily and efficiently.

Using a simple drag and drop feature within gDoc Fusion he can now view multiple marketing plans in one window pane. No prior conversion to PDF is needed. Combining the pages from the multiple documents into one master document is similarly an easy drag and drop action. This ability to combine documents saves a lot of time.

## Amendments to campaign documents

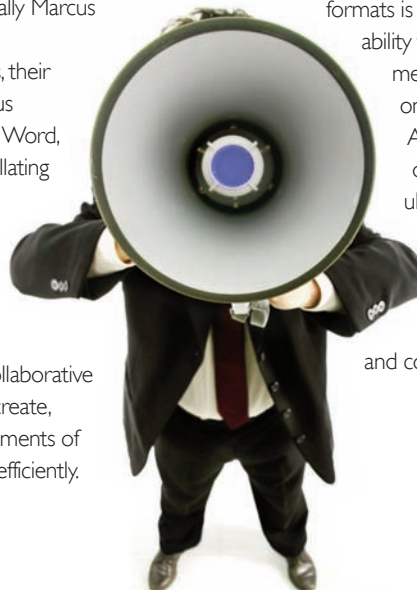
Agency campaign proposals usually go through a several review cycles before final acceptance. Sometimes these documents are shared with colleagues for review and comment. gDoc Fusion allows Marcus to attach notes to a document before forwarding to the agency. Having a context sensitive tool bar appear when he rolls his cursor over text makes annotating very simple and user friendly. For text documents requiring extensive revision work, Marcus simply uses gDoc to export any PDF or XPS document to a Word file.

## Reviewing Documents

Frequently his time is spent reading lengthy market reports, agency proposals and marketing literature. Printing out all these documents means high paper consumption which is costly. gDoc Fusion's FlickView enables him to quickly browse through the document and select the information of interest to him. When he needs to locate a page in a large document he gets to the page by simply flicking through the document with ease.

## Conclusion

Managing information from a range of sources and formats is critical for todays marketers. The ability to be productive in the office means they are more able to focus on added-value marketing activities. A failure to adequately manage documents and their content could ultimately impact a company's marketing performance. gDoc Fusion provides Marcus and his team the capabilities to manage documents efficiently and cost effectively. □



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