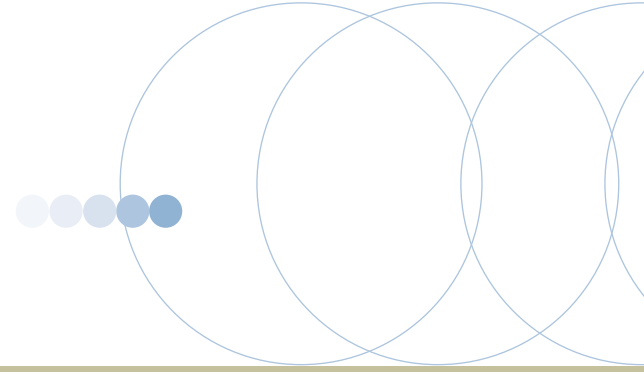


CASE STUDY



With MarketingCentral, Corel gives clients and staff total visibility into project communications, content and schedules

Corel Uses MarketingCentral® to Streamline Marketing Project Work, Promote Accountability, and Improve Visibility and Client Satisfaction

OBJECTIVES

- *Successfully manage a growing portfolio of product brands and their associated marketing projects*
- *Reduce errors and missed deadlines associated with miscommunication and manual project tracking*
- *Improve visibility on project status for internal clients, as well as executives*
- *Improve accountability for all project participants, including both marketing managers and internal customers*
- *Gain the project-level and detailed workload information needed to improve efficiency, eliminate bottlenecks and make the business case for more resources*

BACKGROUND

Corel is one of the world's top software companies, with more than 100 million active users in over 75 countries. Through the years, Corel has built a reputation for delivering innovative, trusted products that are easier to learn and use, helping people achieve new levels of productivity. The industry has responded with hundreds of awards for software innovation, design and value. Corel's award-winning product portfolio includes some of the world's most widely recognized and popular software brands, including CorelDRAW® Graphics Suite, Corel® Paint Shop Pro® Photo, Corel® Painter™, Corel® VideoStudio®, WinDVD®, Corel® WordPerfect® Office and WinZip®.

THE CHALLENGES

Corel manages a broad product portfolio that spans graphics, photo, video and office productivity software. With all marketing materials developed in-house (product boxes, flyers, eDMs and web content) and translated into up to 26 languages, this creates a large volume of work for its internal Marketing Services department. Email has increasingly become an inefficient way for Corel to manage content, feedback, workloads and scheduling because it doesn't provide a centralized place for multiple people to store files, record feedback and track progress.

Corel needed a solution that would improve its project organization and scheduling, provide better visibility into content development and feedback, and help to align workloads by easily identifying which staff resources were busy and which were available for extra assignments.

THE SOLUTION

When considering options, Corel ultimately found MarketingCentral to be far advanced in terms of reporting functionality. According to Roisin O'Reilly, Corel's associate project manager, "No other content management/reporting tool measured up; it was like comparing 1980s-vintage MS-DOS® with modern Windows®!"

MarketingCentral allows Corel to stay organized and work more efficiently by providing one central location for drafts, feedback, revisions and scheduling. As drafts are date- and time-stamped, there is no debating when they are posted for review, or where the delay is if revisions or feedback fall behind schedule. Having the project schedule accessible to all, with tasks assigned to both staff and internal clients, means deadlines are clear and both staff and clients have complete visibility.

"To ease the transition to MarketingCentral, we created Quick Reference documents to help project requestors understand how to log a job. Later, we created Best Practices documents to help staff use MarketingCentral more efficiently and easily. For example, our Best Practices guides tell users which areas of MarketingCentral to use for discussion, review and document storage," explains O'Reilly.

THE RESULTS

Better visibility, more accountability, higher client satisfaction

Almost overnight, Corel experienced dramatic gains in efficiency and improvements in client satisfaction. "We've created an environment where both internal clients and resources have complete access to all project information, communications, drafts and schedules," says O'Reilly. "MarketingCentral's schedule keeps everyone on track and committed to the dead-

“Our number one goal for MarketingCentral was to streamline communications and improve the satisfaction of our clients. We met those goals almost overnight.”

Roisin O'Reilly
Associate Project Manager
Marketing Services

line. Everyone is automatically notified if their tasks run late. And MarketingCentral's review area keeps all drafts in one place, with edits shown – so everyone can track exactly who requested edits, and who made them. Sharing this information has increased everyone's accountability, streamlined communication and dramatically improved our ability to deliver projects on time.”

To summarize, MarketingCentral has:

- **Improved visibility and accountability.** For the first time, internal clients have 100 percent visibility into their marketing projects – including status, schedules and assigned resources.
- **Significantly reduced miscommunication.** Using MarketingCentral, Corel has virtually eliminated communication problems that had previously led to unnecessary delays, disputes, and costly revisions.
- **Improved time management and project efficiency.** For example, using MarketingCentral, Corel can now manage a large project workload more efficiently, and focus on process improvements that deliver greater value to the business.
- **Helped prioritize business goals and strategies.** With greater clarity as to workload balances and potential bottlenecks, Corel can more effectively set priorities to support the growing and changing needs of the business.

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