



Stewart Title engaged ePublishing to create an innovative Business Process Improvement application. Connecting marketing staff across the globe, this eCommerce site dramatically reduces costs while improving sales and marketing.

Challenge

Prior to the launch of StewartMarketing.com, the 15,000 worldwide offices of Stewart Information Services Corporation (NYSE: STC) relied upon an old mainframe system and inefficient fax and telephone systems to manage its back office sales and marketing processes. Procurement practices have improved for everything from merchandise and promotional literature - to computers and software. Not surprisingly, inventory was difficult to track and costs were out of control.

Stewart's goal was to unify its marketing and branding, while streamlining all marketing order management and fulfillment processes. An important underlying goal was to provide sophisticated reporting and analysis tools for the department to allocate costs to each Stewart office.

Response

ePublishing collaborated with Stewart staff to create two Web-based applications. One is the StewartMarketing.com extranet interface that marketers use to requisition marketing materials.

Behind the interface is an intranet application that allows Corporate Marketing & Communications to manage all aspects of its accounting, inventory, shipping and customer relationships. Substantial back-end reporting tools enable Corporate Marketing & Communications to allocate costs and calculate return on the marketing investment.

Result

Today, business development managers across the country use StewartMarketing.com to request services and order all the marketing materials they need, including promotional items, marketing collateral, tradeshow booths and graphics, media information, all corporate communication and much more.

In particular, the site allows Stewart to achieve significant cost savings by ordering Stewart-branded items at bulk rates for resale to individual Stewart offices. Rather than ordering items through myriad local vendors, individual managers can browse StewartMarketing.com's online catalog, order items and pay via the site's secure, streamlined shopping-cart system.

Major Features

- Inventory Management
- Store & Shopping Cart
- Content Management
- UPS/FedEx Integration
- CRM Database
- Online Product Catalog
- Custom Reports
- File Management
- Enterprise Database Integration
- Micro-payments
- Accounting System Integration
- Real Time Order Status