Broadridge®

Case Study:
Streamline Content Management and Distribution

ContentHub: Easily share sales and marketing content, on demand, digitally or in print. All from one, secure location.

> **Midsized firm overcomes operational inefficiency and achieves greater scale using e-delivery and print-on-demand capabilities.**

Client Challenges

A midsized asset management firm struggled with rising costs and new regulations. Sales teams were circulating out-of-date material. Printing expenses and inventory management costs were growing. PDFs were sent via Outlook with no way to track engagement. They needed a way to streamline content management, production and distribution.

Solution

The firm replaced their multiple content distribution and ordering platforms with ContentHub and its print-on-demand (POD) capabilities.

Within a year, the firm increased the POD catalog from 12% to 49% by converting 260 items. These included nearly 150 color fact sheets and fund profiles, various forms and approximately 100 summary prospectuses.

During the same period, the firm decreased warehouse fees (storage, disposal and receipt fees) by 42%, resulting in $50,000+ annual savings.

In addition to greater efficiency and cost-savings, ContentHub enabled a more efficient custom kitting process and better user experience for the sales team.
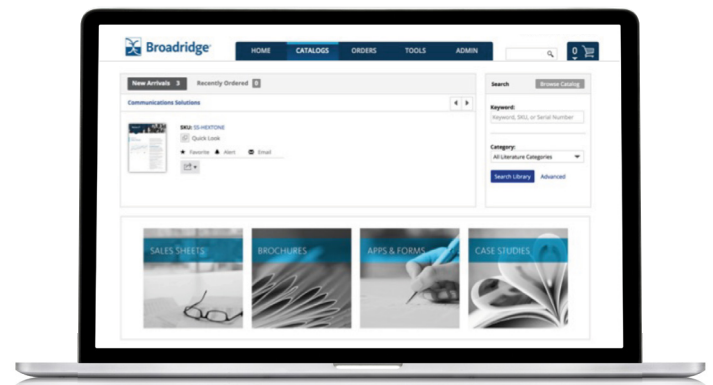
DIGITAL CONTENT ACCESS AND DISTRIBUTION

- Consolidate everything into a central repository.
- Easily find, search, browse and add favorites.
- Send, engage and track directly through your CRM.
- Personalize with custom images and signatures.
- Link hosted content within emails.
- Enable internal sales representatives to order and set up subscriptions on behalf of external reps.
- Measure engagement via real-time reporting and notifications.

EFFICIENT PRINT AND PRINT-ON-DEMAND PROCESS

- Accelerate distribution with greater accuracy and lower costs.
- Quickly find, organize and disseminate print materials that meet specific audience needs.
- Do everything on a single, intuitive platform.
  - Select contacts.
  - Customize and print documents.
  - Place or request orders.
  - Build sales kits.
  - Confirm shipment and receipt.
- Leverage proven processes and postal optimization with our print-on-demand and pick-and-pack capabilities.

ContentHub with POD capabilities

DISCOVER HOW CONTENTHUB CAN HELP YOU GET THE MOST OUT OF YOUR MARKETING CONTENT.
Contact your Broadridge account representative today at +1 866 359 0456 or visit **broadridge.com/contenthub**.

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