



thebrandexperience

## CASE STUDY

### PRUDENTIAL



## MANAGING THE PRODUCTION, SIGN OFF AND STORAGE OF ALL MARKETING MATERIALS

"... implementing an MRM system has enabled Prudential to improve the efficiency of and standardise the process for creating our marketing materials as well as tightening up Prudential's regulatory compliance of FSA standards". We chose be the brand because they made MRM seem much simpler than some other companies we spoke to"

*Karen Shaw - Head of Literature services, Marketing, Prudential plc*

### The Challenge

Following a review of their marketing, compliance and Financial Promotion (FP) approval procedures prompted by the Sarbanes-Oxley legislation, Prudential decided to implement a Marketing Resource Management (MRM) solution to manage the creation, sign off and storage of their marketing communications. After an extensive search of the market, Prudential partnered with be the brand experience to deploy a hosted internet based system that was further customised to meet their FSA driven requirements.

### The Solution

Prustore (Prudential's name for their system) went live in June 2005 and has now replaced completely the old paper job bag process with over 7500 marketing projects being created in the first year. It enables the complete tracking and reporting/auditing of every stage of the FP approval process - automatically sending emails to approvers when the appropriate stage of the project is reached. Prustore uses a RAG status to highlight to item owners which literature is coming up for renewal, and once signed off, items are centrally stored and tagged, so they are searchable and accessible by authorised users.

### The Benefits

- No more paper job bags and microfilm
- All marketing literature centralised, tagged and easy to search for
- Easy, user controlled access from anywhere 24/7
- Standardised marketing process now possible across all offices & FP approved sign offs
- Project workflow set up to follow Prudential's processes throughout
- Ability to obtain forward visibility of workload for resourcing



# Achieve more!

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