

QuarkDDS helps create new revenue at marketing solutions company

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Cierant Corporation provides pay-as-you-go solutions for agencies and their clients who need effective online programs that address the realities of brand development, sales support, and relationship marketing in the Internet age. When Cierant wanted to augment their services with a tool for on-demand publishing they looked to Quark® Dynamic Document Server (QuarkDDS™) technology. With QuarkDDS, Cierant was able to build Marcom Center, a dynamic Web-based page editing tool for document customization and localization.

What does Cierant do?

Cierant develops technology to help clients market themselves more effectively in a world increasingly served by the Internet. Specifically, Cierant creates software applications that empower advertising and marketing agencies with the tools to compete in emerging interactive marketing and channel-based sales markets. Cierant's clients range from some of the world's largest and most prestigious advertising and promotions companies, to small, local and regional marketing communications shops.

Cierant opened its doors in 1987 as a business-to-business marketing communications company focused on technology industry clients. In the mid-1990s, Cierant began doing Web development. By 2000, Cierant had become a true development company creating traditional software and offering accompanying services, according to Jim Cioban, president and CEO of Cierant.

Committed to providing measurable results, Cierant works with clients to help them understand and make full use of the technology they offer. Cierant's services are "partly consultative and partly executional," said Cioban. "Cierant creates tools for sales and marketing effectiveness sold in an on-demand model to agencies that sell tools and services to the customer."

Ultimately, Cierant's solutions give agencies the added value they need to sell themselves in an environment squeezed by smaller marketing budgets.

The problem:

Cierant and on-demand publishing

Cierant wanted to provide a way for clients to make approved, professionally designed marketing material available to their partners and customers. It was also important that carefully developed branding and design be maintained while allowing users to change or localize certain information. And, of course, the documents had to be available for distribution in a timely fashion. Cierant wanted to do all of this without requiring that their clients purchase new software and training for users.

"We wanted to offer our clients a way to be more effective," said Cioban, who went on to define sales and marketing effectiveness as:

- Improving the return on investment for marketing expenditures
- Enhancing the efficiency of the sales force
- Maintaining brand consistency

The solution: QuarkDDS

Cierant decided to create a product offering called Marcom Center. Built on QuarkDDS technology, Marcom Center allows clients to make marketing material easily available while maintaining brand consistency by restricting what can be changed. For example, channel partners all over the country could access high-quality marketing material, such as retail advertising, that is flexible enough to be localized. The cost savings are huge because distribution costs are reduced.



Marcom Center and other QuarkDDS applications provide users with a convenient browser-based way to view, edit, or create QuarkXPress® pages without the need for QuarkXPress software, the required fonts, or graphics. Users can add or alter content and even make design choices (if you want them to) without using QuarkXPress software. QuarkDDS places user input into the layout and displays a unique document.

Marcom Center is ideal for companies that need to support channel partners and sales and marketing people in the field with professionally designed documentation that can be altered to create local interest and distributed to partners and sales people in a timely and cost-effective



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way while maintaining carefully created brand assets such as colors and logos.

Cierant’s Marcom Center application is a console through which users can access collateral, ads, forms, and more; make the appropriate changes; and then distribute the documents. Because these documents are, in effect, being created at a local level, there is an enormous time savings, and users don’t have to wait or pay for the delivery of collateral.

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Cioban also noted that the main reason Cierant chose QuarkDDS is because of the ease of integrating it into a workflow based on QuarkXPress, the tool of choice for design and layout. Designers can work in a familiar application. They don’t have to learn new software, and they don’t have to filter QuarkXPress layouts through another software product to upload them for use.

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Cioban is confident that Marcom Center and QuarkDDS will usher in a new era of co-operative marketing that is defined by easily accessible marketing collateral that can be customized through a Web browser while retaining a consistent look and feel.

The test case: putting Marcom Center and QuarkDDS to work

Cierant rolled out Marcom Center at a leading supplier of office automation equipment. Once end users became comfortable with the application, usage was constant, and, according to Cioban, “the customer keeps asking Cierant for more.” Cierant has added more capability to make different document types available, including ads, brochures, promotional material, and forms.

The roll out was smoother and faster than Cierant had expected. “We went from concept to a live and completely functional application in just over three months,” said Cioban “The deeper development that we are doing now is going well, too. The documentation from Quark is very tight.”

Marcom Center has also streamlined workflow at the supplier, because their designers and production artists don’t have to recreate QuarkXPress documents and salespeople don’t have to learn a new application — all they have to do is sell.

“Cierant empowers our clients to expand their selling proposition without having to learn anything new,” said Cioban.

Cierant wants Marcom Center users to be able to “rapidly upload and very flexibly configure how users access documents.” Cierant has helped clients create template set-ups so those documents can be uploaded quickly. Cierant thinks templating “will become a standard approach because it will speed distribution and help maintain branding.”

“To be able to offer print on demand is highly differentiating for us and gives us a tremendous

competitive advantage,” said Cioban. “We are able to offer our customers a very high-value application at a very affordable price and with simple integration. And, in turn, this application will be a differentiator for our customers.”

What’s next?

Cierant isn’t settling for maintaining the status quo. Plans for the future include increased leverage of print-on-demand functionality and making more document types available with more flexible output options such as large-sized documents or multi-page brochures.

Cierant wants to change the distribution model. Anything that can be localized and output locally, such as branded collateral and legal documentation, would benefit from the kind of centralized management that Marcom Center and QuarkDDS provide.

“This will have an impact on a large number of applications — the most immediate of which will be in the markets served by diverse sales channels.”

About Cierant Corporation

Cierant helps agencies address their clients’ channel, employee, and customer communications needs by providing sophisticated e-mail, online survey, Web-based print personalization, synchronized presentations, and sales proposal and quotation systems and services. For more information, visit www.cierant.com/products/ecomunique_marcom.asp.



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