PODi
CASE
STUDY

MONDELEZ INTERNATIONAL
ON DEMAND SALES PORTAL

the Digital Printing Initiative

MONDELEZ INTERNATIONAL ON DEMAND SALES SUPPORT PORTAL

VERTICAL MARKET: Food & Beverage

BUSINESS APPLICATION: Sales Collateral Management

BUSINESS OBJECTIVES

The Mondelez International Marketing and Procurement Team was looking for an innovative print and technology partner to redesign their legacy site which had a reputation for being slow, complex and not user friendly. The Mondelez sales team needs marketing and sales materials in a timely manner. Materials need to be customized and personalized with distributor codes and information for specific customers. The portal needs to be an easy and efficient tool for the sales and marketing team to order collateral and promotional products

RESULTS

Mondelez was extremely pleased with the adoption rate and use of the site by the sales team from day one. In addition the deployment was very smooth. Results from the deployment include:

- More use of personalization of collateral
- Streamlined check out process enabled by pulling information from employee profile
- Improved user experience by simplifying the navigation, organizing the content and creating faster product loads
- Simplified co-branding, distributor info display and localization of marketing materials
- Custom development of product recommended feature to help sales cross sell and find related products
- Improved production schedules of promotional materials
- Increased sales site participation from 3% to 52%

TARGET AUDIENCE

The targeted audience is the sales team, sales managers and distributors.

SOLUTION ARCHITECTURE

The project began with a strong collaboration between Mondelez, their agency, The Food Group, and The Standard Group. A new print-on-demand and sales support portal was designed from the ground up. A key aspect of the project was to standardize the agency's creative process for brand control, which resulted in efficiencies and cost savings.

The new design transformed and simplified the use of personalization, co-branding and display of distributor information on the sales materials.

A new feature that provides product recommendations, resulting in more cross selling and quicker access to related materials, was added to the portal and increased usage by the sales team.

Finally, key back end processes, including ordering, production and logistics, were automated to ensure that marketing and sales materials were delivered to the Mondelez sales team in a consistent and timely manner.

REASONS FOR SUCCESS

The main reason for success was an improved user experience for the sales representatives. The system also has improved functionality which provides added benefit for sales reps and an improved user interface which helped to expand adoption.
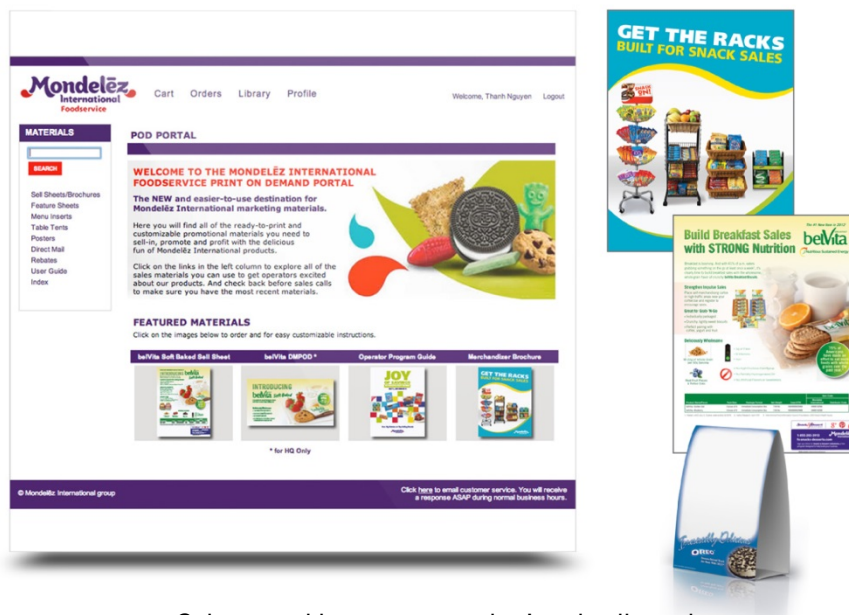
Sales portal home page and printed collateral

Database Tie-in to Distributor Information

Personalization, Localization and Co-Branding

Product Recommendation Based on Items in Cart

CUSTOMER	**Mondelez International** www.mondelezinternational.com Mondelez is one of the world's largest snack companies with global net revenues of $35.3 billion and earnings from continuing operations of $2.3 billion in 2013. Mondelez International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; Trident gum; Jacobs coffee and Tang powdered beverages.
SERVICE PROVIDER	**The Standard Group** www.standardgroup.com The Standard Group simplifies the art of communications by delivering the right message, via the right media and at the right time. They work with administrators, procurement teams, marketing professional and agencies partners to improve their workflow, production, inventory and logistic needs. **The Food Group** www.thefoodgroup.com The Food Group is a premier full-service agency that blends food, culture and marketing expertise to deliver powerful integrated ideas that feed their clients' success.
HARDWARE **SOFTWARE** **PPML**	HP Indigo 7500 Pageflex Produced using PPML software
TARGET AUDIENCE **DISTRIBUTION** **DATE**	Sales team, sales managers and distributors Hundreds per order with daily and weekly orders Launched May 2014