Optamarkgraphics Drives Business Growth for Asure Software

Company Background

Asure Software is a software company, expanded into offering human capital management (HCM) solutions, including payroll, time & attendance, talent management, human resource management, benefits administration and insurance services.

Challenge

Asure Software had been evaluating web-to-print solutions for some time but was unable to find a solution that meet its requirements, with some lacking adequate capability while others were more than the business required with a higher price tag than the company was willing to accept.

Solution

Asure Software manager discovered Optamark's Company Branded Storefront during a trade show visit, and the dialog between the two companies began. "Company Branded Storefront was just what we were looking for and the price was right," said Bud Fisher, sales and marketing executive for the firm. "We were pleased with Optamark responsiveness during demonstrations and the sales cycle. That gave us an indication of what they would be like to work with post-sale. That assumption has proven valid in the three years we have been working with them."

Results

Nicole reports that her business has grown 35% in the past year, the majority of which is attributable to making Company Branded Storefront available to both existing and new customers.

For example, Asure Software had been producing static print and direct mail for a major textbook reseller. With Company Branded Storefront in place, Asure Software was able to offer this company versioned and variable data direct mail solutions targeted to specific school and/or students.

This allowed the company to deliver more relevant communications to its customers and prospects and enabled Asure Software to significantly expand its business with this important customer.

"This customer sells textbooks online at all levels of the educational system," explains Nicole. "They will also buy books back at the end of the school year. With Company Branded Storefront, they can easily create direct mail campaigns direct to students or personalized to the students but mailed in bulk to the school. In addition, they can order a variety of other marketing materials customized to each school, including posters and brochures. Enabling them to better customize their book buy-back offers has significantly increased both response rates and program revenues."

Asure Software also services a variety of other customers with Company Branded Storefront. "We produce business cards and stationery for agents of a large insurance company," says Nicole. "It is much more efficient for the agent to go online, order what she needs, and pay with a credit card rather than having administrative staff at the insurance company handle the burden for all of the agents or risk having agents order from a local printer who may not be knowledgeable about the company's branding guidelines." Company Branded Storefront built-

in versioning/variable data solution, eDocBuilder, makes it easy for users to customize and proof materials online.

In addition, Asure Software has placed a forms database online for several hospitals, allowing them to order forms and other materials online as they need them. "Once orders are received in Company Branded Storefront," adds Nicole, "it is easy for us to then direct them to the appropriate print engine for production of the job in a very efficient manner."

Nicole indicates that she has worked hard over the past three years to educate customers and prospects about the value

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of a web-to-print solution. "Often," she says, "customers think they would have no use for such a solution, but once you get them to start building an online database of marketing and other materials, they love the convenience and their database almost always continues to grow. And like the textbook reseller, they soon discover that results improve as they are able to make their materials more relevant."

Nicole has been very pleased with her relationship with Optamark. "The system is robust, affordable and reliable," concludes Nicole. "We have gone to Optamark a number of times with suggestions for making the system even easier to use and have always found them to be very responsive and excellent to work with."