

Press Release
October 2012



Telecommunications Leader selects Wave2 to support Global Marketing

Client

Wave2's newest client is a world leader in the provision of telecommunications services and products. The company operates on a global basis and employs in excess of 130,000 people. Throughout its long history the organisation has been at the forefront of leading edge technologies, and has now selected Wave2 to supply solutions to support its marketing activities and new product launches.

Challenge/need

Our client was looking to streamline its graphic design process, whilst providing customisable promotional materials to its global offices and agency partners. At the heart of the project was the necessity to maintain brand integrity. The challenge was to create a cost-effective process allowing the regional offices and agencies easy access to corporate approved assets (on-line banners, skyscrapers, MPUs, video footage, posters, flyers and other point-of-sale collateral) that they could personalise for their local marketing activities.

Solution

.....was EasyBuild from Wave2. This dynamic publishing solution allows sales and marketing staff to build their own creative material whilst protecting and maintaining the brand. From simple template designs to highly creative layouts, no design or creative skills are necessary. The user simply specifies the type of creative he wishes to build and selects suitable designs and images/copy. A simple graphical user interface allows the user to edit text, images, etc. and the Wave2rules engine automatically builds a visually perfect result. EasyBuild also incorporates an approval process where localised marketing material is signed-off ahead of local printing.

With EasyBuild, a marketer or sales person can customise, translate and build anything from basic labels to sophisticated sales sheets, posters and advertisements. With the addition of the Wave2 Rich Media Engine, EasyBuild can also empower the user to create online ads, powerful animations and even video formats.

Benefit

EasyBuild enables marketing and sales staff to produce their own creative material, whilst saving significant cost in studio and management activity. Production costs are significantly reduced by removing much of the overhead of design, approval, and delivery. In addition, the availability from EasyBuild of the final creative is immediate and the service is available 24x7.

EasyBuild automates many of the time consuming and expensive tasks associated with producing marketing material and running advertising campaigns.

For print, EasyBuild can create multiple versions of a sophisticated advertisement, each adjusted for the size of the publication in which it is to appear. For online, EasyBuild allows non-skilled users to quickly and easily create a custom animated display ad or video presentation. Complete campaigns can be localised, customised, and despatched across multiple channels in various formats.

About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. With an impressive installed base around the world, Wave2's mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue. Wave2's product range includes solutions for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

Further Information

For further information on Wave2 and its products please e-mail Andrew Haggarty (ahaggarty@wav2.com) or visit our website - www.wav2.com