

Case Study: OneTouchPoint Integrates U.Connect with Ariba

OneTouchPoint/Ariba Integration Reduces Time to Market from Weeks to Days

Two leading companies partner to simplify and automate communication

CHALLENGE:

A leading Healthcare Company was looking for a communications execution partner that could integrate with Ariba

SOLUTION:

OneTouchPoint was the first and only qualified supplier to launch and support an corporate program integrated with Ariba

RESULTS:

Companies using Ariba can launch a program in days - offering teams access to a variable and static communication execution tool in days not weeks or months



CHALLENGE:

Leading companies are looking for a partner that can store, manage and deliver printed and electronic communications with Ariba integration

SOLUTION

OneTouchPoint combined the powerful capabilities of its U.Connect tool with Ariba integration to allow customers to order:

- Business Cards
- Flyers
- Postcards
- Collateral
- Posters
- And More!

Communication pieces can be static or variable allowing decentralized access with centralized control. Integration with Ariba and the Ariba punch-out tool offers clear advantages including:

- Automated ordering with built-in approval processes.
- Connectivity through the Ariba system.
- On-time automated invoicing and billing.
- Automated monthly reports through Ariba.

RESULTS

Companies get all of the advantages of U.Connect & Ariba in one platform with the ability to launch in days not weeks or months.

About OneTouchPoint:

At OneTouchPoint, we make every touchpoint matter. We're a single source, marketing execution services provider. Utilizing U.Connect, a proprietary marketing automation and fulfillment tool, OTP delivers multi-channel communication, marketing, mailing and fulfillment services. We make multi-channel communication easier, more efficient and more effective. With \$140 million in revenues and offices in 5 states, we help 1000+ clients design and deliver communication across touch points while increasing the return on their marketing investment.

TAKE CONTROL OF YOUR COMMUNICATION WITH OUR SINGLE SOURCE SOLUTION

We have everything a company needs to deliver compelling, timely, multi-channel communication to employees, prospects, and clients. Our core services include:



PRINT PRODUCTION

OneTouchPoint commercial print services are tailored to fit virtually any project or budget. With extensive digital print capabilities, we focus on reducing speed to market, lowering costs, and increasing the impact of your communications with personalization and variable content.



MARKETING SERVICES

Our end-to-end marketing services encompass strategy, message development, database management, creative execution and media support. We offer end-to-end marketing services – helping clients take a campaign from concept to delivery.



MAILING & FULFILLMENT

OneTouchPoint offers comprehensive lettershop, mailing and fulfillment services. Reduce your inventory and your costs with just-in-time printing while leveraging our national network of integrated warehouses for quicker turn times.



SUPPLY CHAIN

We aggregate, integrate and manage all the components of the marketing supply chain into a single system, making it possible to create, produce, warehouse, fulfill and deliver marketing and other communication materials from one place.



MARKETING AUTOMATION

Discover how our integrated business communications solution connects all of your communication efforts to provide end-to-end marketing automation management across multiple channels.



U.CONNECT

Our marketing communications solution combines cross media marketing, print & fulfillment management, print-on-demand, digital asset management tools and powerful reporting capabilities into a simple, user-friendly interface.



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