

Information Collaborator





# Information Collaborator summary



- Create and produce any promotional material or on-screen information quickly, easily, accurately and securely
  - catalogues
  - websites
  - posters
  - tills
  - Ticketing , labelling, packaging
  - RFID tags and barcodes



- Link templates with data from existing business systems

- Automation of repetitive tasks, allowing users to
  - Specify what they want to produce
  - Define quantities of each
  - Define the destinations, either local (eg printer) or geographical locations
  - Manage approvals





# Issues addressed

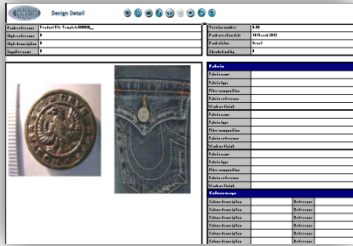


- Complexity of processes involved in producing publishing material for promotional or information purposes – and so tying up key people in unnecessary administration
- Processes taking longer than they should
- Inaccuracies or inconsistencies
- Uncertainty about which templates to use
- Uncertainty about whether or not the data is current or correct
- Multiple data sources being used for the same information on different material that you produce





# About *Information Collaborator*



- Can be used in Head Office, regional offices, stores or other locations
- It holds defined links with existing systems for each item of data
- Libraries of templates for each type of material to be published
- Through a series of simple screens the user is guided through the quick process of artwork production, eg
  - Enter style number
  - Enter material to be produced
  - From the filtered list, choose template
  - Choose destination
  - Choose timing
- Artwork is generated from the data sourced from existing systems, and sent to the destinations specified
- Workflows can be built for specific requirements



# Using *Information Collaborator*



- Head office, regional office or store staff can use the system to produce
  - Catalogues or websites
  - Promotional point-of-sale
  - Tickets, labelling or packaging
  - Displays for in-store screens or tills
  - RFID tags, barcodes or QR codes
- A simple user interface will guide them through the process of creating the artwork for delivery or immediate production
- Error-checking carried out during and after the work is produced
- Template libraries and links to the data are maintained to ensure that only approved sources are used
- Reporting is available on the activity by user, product type, season, recipient, etc





# Benefits

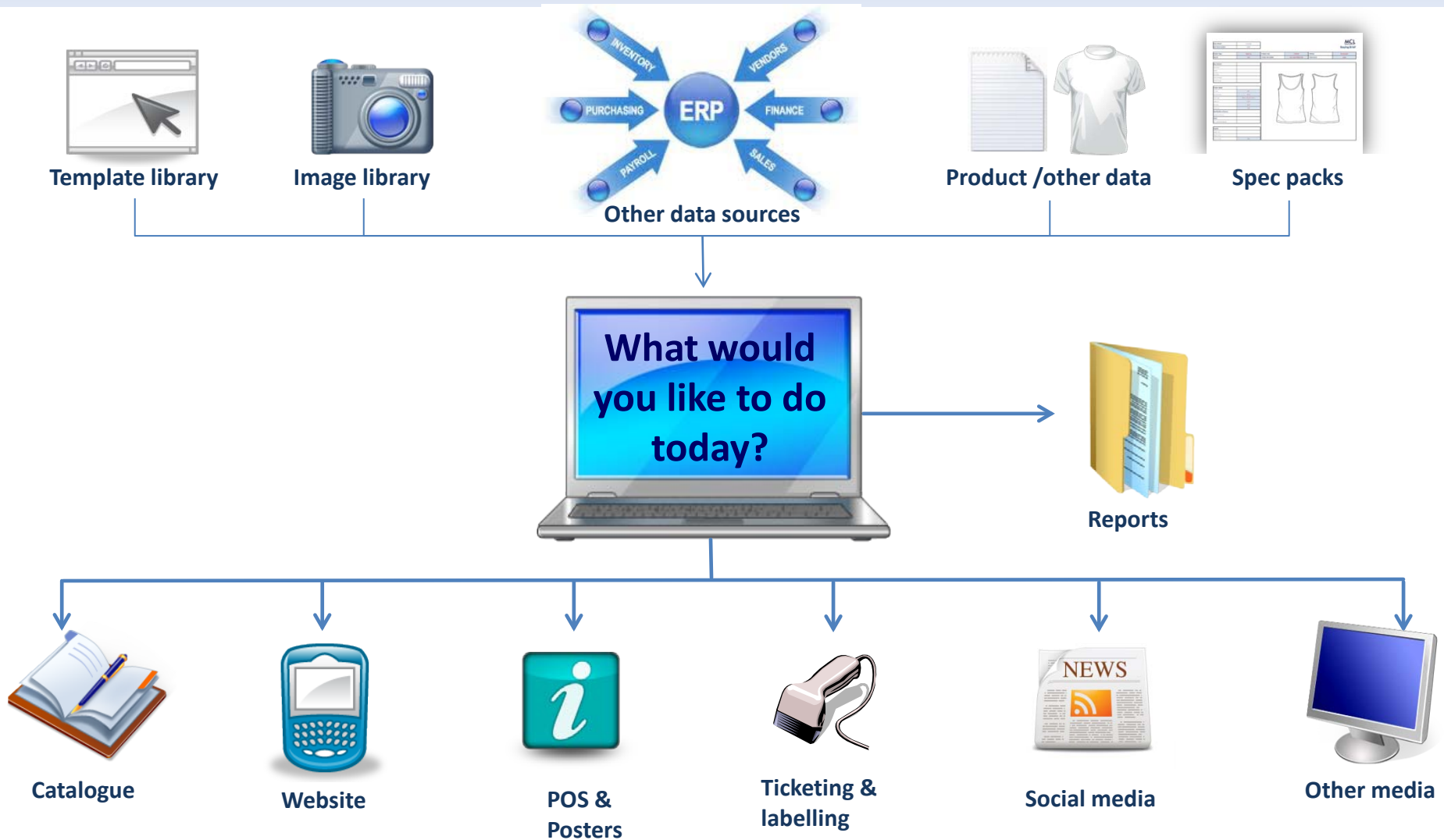


- Increase the time available for key staff to focus on their core functions
- Potential to reduce hard costs by bringing in-house the production of material
- More effective controls over the design and content of publishing
- Use of approved data sources – the single versions of the truth for each item of information
- Reduced error rate and costly mistakes
- Support for reducing lead times of product development





# How *Information Collaborator* works







## Next steps



- We can present in more detail
- You can see a demonstration
- You can trial it for a period with selected groups of internal and external users
  - We can pre-populate the system with “your” data and templates
  - Success criteria can be defined and measured
- We can review the results and, if necessary, amend the solution to optimise it for you





# About MCL



- In business for twenty years, a team of specialists in retail, garment manufacturing and supporting processes and systems
- A wide range of current and past clients
- Specialist areas include:
  - Supplier collaboration
  - Product collaboration
  - Retail publishing
  - Image collaboration



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