



**TAG Heuer**

SWISS AVANT-GARDE SINCE 1860

# A Case Study on Marketing Materials Management





# TAG Heuer Employs an On-Demand Solution to Manage Marketing Materials, Enhance Productivity, and Increase Sales Team Satisfaction

## Company Profile

Founded by Edouard Heuer in 1860, TAG Heuer has been in the vanguard of Swiss watchmaking for 148 years and was recognized as the “Best Innovator of Switzerland” in 2005. Through its dynamic partnerships with sports superstars and celebrities such as Jeff Gordon, Tiger Woods, and Uma Thurman, TAG Heuer has embodied the status of a world class brand.

## Business Situation

While the TAG Heuer brand was flourishing, their effort to fulfill the demand for marketing materials was waning. TAG Heuer needed a comprehensive marketing materials management solution that would allow them to support and respond to the demands of their sales force. They were concerned about the increasing administrative burden and costs to their marketing department.

*Our team struggled to keep up with the demand for marketing materials from our sales channel. The duty of distributing materials was taking a back seat to other core tasks in the already lean marketing department at TAG Heuer. We received daily requests for materials but couldn't fill them in a timely manner. Our freight costs were getting out of control because we were shipping out materials overnight just to fill the requests.”*

TAG Heuer Marketing Manager,  
Matthew Space.

## Key Challenges - Client Objectives

- Increase Productivity
- Control Waste and Reduce Costs
- Enhance Sales Team Satisfaction
- Track and Analyze Usage

## Solution

The EDGE M3 self-service Order Portal

## Results

- Increase Productivity  
Space and his team can now manage all of their marketing materials in one single repository, directly from their desktop. “Our administrative time has been cut by 90%,” says Space. The EDGE M3 self-service environment allows the TAG Heuer sales team to order literature, promotional materials, and in-store displays on their own, without the help of the marketing staff. EDGE saves time for both the



administrator and the users by giving them the ability to accept or reject items that are back ordered. No more frustrating phone calls searching for materials that are out of stock.

- Control Waste and Reduce Costs  
As program administrator, Space and his team can control which items individual users can order ensuring that only relevant information is presented to each distinct channel. Each item included in TAG Heuer's online catalog can be assigned a value to manage budgetary and quantity limits for individuals or groups. Order quantities can also be limited to individuals based on TAG Heuer's pre-determined rules. “We're finally able to set a budget that we can abide by.” By managing inventory and user permissions, TAG Heuer can control costs spent on printing, fulfillment, and overnight shipping charges. “We've reduced our freight costs by 40%, just by curtailing overnight charges.”

- Enhance Sales Team Satisfaction  
TAG Heuer salespeople now have access

to mission-critical sales and marketing materials, 24x7 from any standard web browser in a secure, password-protected environment. Any user who knows how to surf the internet can view and order physical marketing materials or download digital assets. Users simply browse by keyword or use the advanced search to find items with specific attributes such as product type. They can also view stock availability and monitor what they've spent against their budget. Setting up automatic recurring orders for frequently required materials is now an easy task.

- Track and Analyze Usage  
With EDGE M3, both Program Administrators and users can track an order's progress from the time it is placed to the time it is shipped-in real time. Users automatically receive emails notifying them of order status and delivery. EDGE M3 allows program administrators to access real-time program status including user activity, order volumes, order fulfillment status, inventory status and usage, budget consumed, and other measures.

## About Jagged Peak

Jagged Peak, Inc. is a global provider of enterprise commerce, marketing and demand management solutions and services. The Company's flagship product, EDGE (Enterprise Dynamic Global Engine), is a completely web-based software application that enables companies to manage and control, in a real-time environment, content and transaction based business processes relating to customer marketing, sales and service activities. Jagged Peak serves a growing list of global clients in multiple industry segments including financial services, insurance, pharmaceutical, travel and tourism, automotive, manufacturing, and consumer goods. Learn more at [www.jaggedpeak.com](http://www.jaggedpeak.com).