N2 GROUP

Domino

Brand Guardians
Variable Print
Field Sales Presentation Tool
Web To Print
Asset Management

Who are Domino

Founded in 1978, Domino has established a global reputation for the continual development and manufacture of its total coding and printing technologies that meet the needs of manufacturers and sets new industry standards in quality and reliability.

Through a global network of 25 subsidiary offices and in excess of 200 distributors, the Domino Group operates in over 120 countries employing over 2,600 people worldwide with manufacturing facilities situated in UK, China, Germany, India, Sweden and USA.

The Brief

Our initial brief was to provide an artwork contract to localise marketing and communications collateral across 9 different languages. Once files were received our role was to act as brand guardians and get the files pre-flight checked, translated, categorised ready for print and other variable outputs.

1328 online marketing documents available

What we did

It quickly became apparent that we needed to improve and optimise the process to drive speed to market and cost savings.

Our solution was to roll out our proprietary framework **BrandIQ**. This enabled us to centralise the workflow and ensure that all materials were available 24/7 anywhere in the world. The platform allows documents to be further localised by internal marketing teams with no design capabilities and ensure that brand consistency is always achieved. Documents can be easily updated and new versions seamlessly added to avoid any older materials being utilised.

All variable print is produced using state of the art digital technology and workflow from our manufacturing facility in the UK. The process is fully automated through the **BrandIQ** platform allowing us to provide accurate stock control and timely fulfilment of all orders.

Domino's commitment to driving technology solutions has allowed us to widen the brief and develop new platforms to drive efficiency and automation.

all aspects of the platform are reported in real-time allowing powerful insight into what is being used.

Our next campaign was to provide marketing solutions and support for the launch of a new product. Our first requirement was to have all materials ready on the brand portal. This offering was enhanced with the development of a new tablet based app that would enable the global sales team instant access to all sales information on Samung, Windows and iOS tablets even when operating offline.

Alongside the sales collateral we developed a product 'configurator', which provided the sales team a step-by-step process to select the equivalent new machine based on the client's existing one and then configure this to the client's specific needs. The resulting configuration could then be sent automatically back to head office for pricing and the next step of the workflow.

All aspects of the platform are reported on in real-time allowing Domino powerful insight into what is being used, when, where and how.

6230 variable documents produced

The Benefits

- Complete brand control
- Increase speed to market with all materials
- Access to personalised marketing materials without artwork costs
- Up to date and accurate materials
- Cost saving due to short run variable print
- 360-degree visibility on all marketing activities
- Improved stock management and fulfilment

2178 users across 8 different languages worldwide

The Technical Bit

The solution has been built around our proprietary platform, **BrandIQ**. A bespoke platform written using the Laravel PHP framework for its excellence in speed and security. The platform is hosted using a high availability virtualised solution (Digital Ocean) and benefits from robust daily backups to the Amazon cloud (AWS) with a 1-hour disaster recovery solution in place.

Starting from a basic excel sheet with formulas we've developed the intuitive configurator using a combination of HTML5 and VueJS. This allows us to run a platform agnostic solution offline.

Securely managing user data is essential. The platform uses AES-256 level encryption and conforms to ISO27001 for data security.

Please get in touch to find out how N2 can help you get the most from your digital applications.

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