

# Case Study

## Marsh Supermarkets

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### CASE STUDY OVERVIEW

#### CUSTOMER

Marsh Supermarkets, LLC, a regional grocery retail chain, headquartered in Indianapolis, Indiana.

#### PROVIDER

DesktopMedia is an independent IT consulting company specializing in marketing and publishing technology solutions, serving clients all across the U.S.

#### CHALLENGE

Automate and replace an antiquated system for creating promotional signage for each store while maintaining corporate brand consistency.

#### SOLUTION

Provide a robust, Web-to-print platform that would allow each of Marsh's 97 stores to order customized signage in the sizes and quantities they needed on a weekly basis.

#### RESULTS

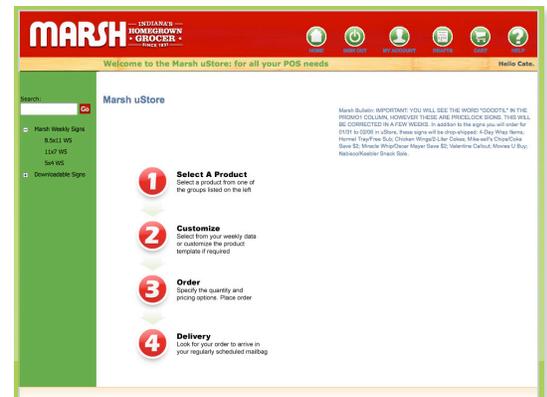
Streamlined processes for creative, data and production tasks saving time and costs by minimizing man-hours of work both at corporate level and at each store.



**marsh** Supermarkets, a regional grocery store chain founded in 1931, prides itself in the "hometown" feel of its 97 conveniently located stores throughout Indiana and Ohio. These stores differ in layout, product availability, and pricing, and the company was becoming increasingly frustrated with the outdated, DOS-based system that was used to order and produce promotional signage for these widely differing stores. Each week, orders for signage for all 97 Marsh stores were manually entered at their headquarters in Indianapolis, Indiana. Marsh knew that there had to be a better way to fulfill orders.

Director of Advertising Sandra Christman Clamme at Marsh tasked DesktopMedia, consultants in technologies for marketing and publishing, with the challenge of finding the right technology solution. DesktopMedia knew that the ideal solution would automate the workflow so that time and costs would be reduced – both at the corporate and store levels. It would be flexible and scalable, enabling each store to order customized signs in the sizes and quantities they needed on a weekly basis.

With all of these needs in mind, XMPie PersonalEffect® and uStore® Web-to-print software was selected, not only to deliver variable data signage to the stores, but with scalability in mind as well. Another appealing factor about the software was its ability to work seamlessly with Adobe® InDesign®.



Marsh Advertising was already standardized on an Adobe Creative Suite workflow, so it was logical to look at solutions that plugged into their existing workflow and skill sets. Templates for the signs could easily be created using InDesign then customized by end-users through the web portal.

When Marsh's XMPie solutions were put into action, its outdated, manually driven ordering system was replaced by a centralized marketing portal storefront driven by a fully automated, digital workflow, processed through the XMPie platform with its uStore portal technology. Now, each grocery store has its own storefront login, which only displays the data relevant for that particular store location for quick, easy ordering. Orders are processed through the XMPie uProduce™ server and imposed prior to being imaged at corporate headquarters on color digital presses. Additionally, Marsh offers ad-hoc sign creation at the store level through the use of a simple Web-based form where customized, print-ready PDF files can be downloaded for on-demand printing. Like-sized signs can be automatically aggregated into a single PDF file for convenient and economical printing. With this new system, Marsh processes on average, 30,000 signs across a two-day period for mass production, and roughly 10,000 signs in downloadable PDFs for ad-hoc sign production within the stores.



The benefits from the new system were immediate and savings were enjoyed at both the corporate and local store levels.

*“We are thrilled that Marsh stores are finally getting exactly what they want and in the size and quantities they want,” says Clamme.*



Sandra Christman Clamme

With the new system, Marsh was able to migrate from a manual process to a fully automated, Web-based PDF workflow where they were able to cut production costs in half, as well as control brand consistency when local stores produced their ad-hoc signs. With production time reduced, the ordering “window” could be extended, enabling just-in-time print production.

Since signage ordering and processing are now highly efficient and tightly controlled, Marsh is preparing to take advantage of more advanced features of its XMPie software.

*“Knowing that Marsh wanted to execute strategic plans that included delivering variable direct mail, email, PURLs and SMS content to their customers as well, we felt the scalability of the XMPie platform was a very important consideration,” says Cate Indiano of DesktopMedia.*

With PersonalEffect and uStore, the Marsh advertising team has proven that they know their stores. Now, by leveraging XMPie technology to create direct, relevant, one-to-one marketing messages and promotions across multiple media channels, they are excited to take the next step to enhance communications with their customers.

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