



For many years Kyocera Mita Australia relied on various outsourced electronic broadcasting solutions with varying levels of success. The main pain points encountered were the lack of available integration and the willingness of certain providers to build an integration to our existing CRM system. We also found that such products happened to evolve to address requirements of specific business markets and were then marketed as a general solution to all businesses. This led to significant short fallings in our expectations and ultimately the usability & flexibility of the products.

Finally we decided to stop outsourcing this critical aspect of our marketing communications and take control ourselves. As such the eMarketing solution was recommended to us by our primary business applications vendor Epicor. Straight off the blocks eMarketing offered us the benefit of fitting into our existing infrastructure & platforms with ease. It's ability to plug into our SQL server enables us to easily hook up an interface to our Epicor CRM.

It's user friendly GUI allowed our marketing personnel to quickly come up to speed and after a couple of training sessions they were confidently able to build, broadcast & track campaigns without issue. Once we deployed the solution into our production system, thanks to expert guidance from the SpinnakerPro guys, we immediately launched our first live campaign to over 4000 prospects. Since this time both our direct marketing & our channel marketing teams have used eMarketing as their exclusive communication tool to our customers as well as used eMarketing to run our internal company newsletter.

We are so impressed with the product that we are currently in the process of installing our second module, eSurvey and plan to have it running within a few weeks. With the savings made from outsourcing & the time saved in dealing to & fro with the outsourced agency, our initial estimates are that eMarketing & eSurvey will have paid for themselves after only 1 year.

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