concursive
where business takes flight

Brand Fuel Promotions Success Story
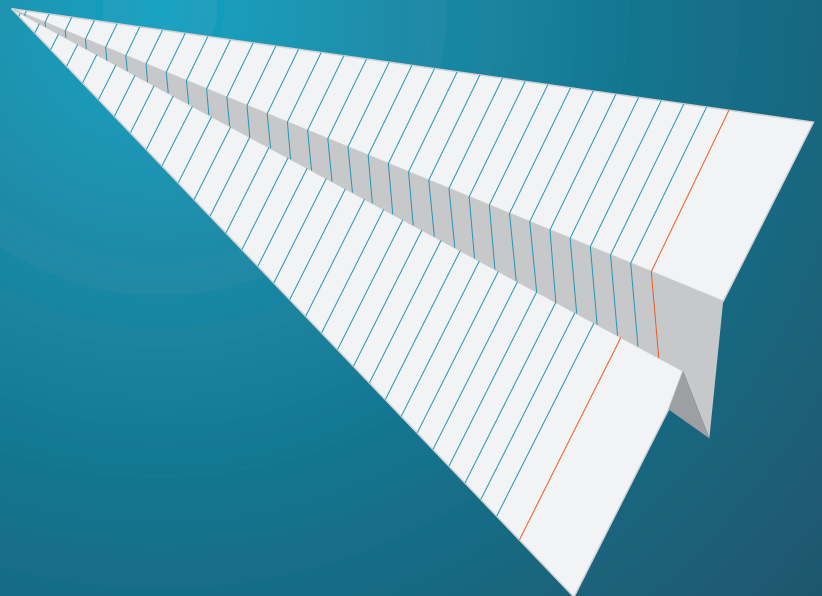
Brand Fuel
PROMOTIONS

ConcourseSuite from Concursive

Providing Brand Fuel a best-of-breed CRM solution with integrated web content management and e-commerce capabilities

B rand Fuel was formed in 1998 by two long-time friends who saw the need for a much more professional presence in the advertising specialty (premiums) segment of the advertising industry. Long considered the red-headed stepchild of the industry, ad specialties had been a somewhat sloppy and loose group of trinket peddlers. The founders felt that there was an opportunity to quickly make a big impact with a young, creative, energetic, and professional presence. Eight years later, that initial promise has been fulfilled through the creation of a successful, growing business—Brand Fuel Promotions—a national leader in the field.

As with any dynamic organization, Brand Fuel's growth and success have brought about new challenges and opportunities. The company has made a strategic decision that digital, web-based technologies will continue to be a key differentiator for it in the marketplace. Concursive is a key part of that strategy.

BENEFITS OF TECHNOLOGY
CRM and Beyond

Over the years, Brand Fuel found technology playing an ever greater role in its business. To cement the competitive advantage that web-based technologies had given it, Brand Fuel turned to ConcourseSuite to provide capabilities in a number of key areas.

Company Profile

History
Brand Fuel was formed in 1998 by two long-time friends who saw the need for a more professional presence in the advertising specialty (premiums) side of the advertising industry.

Today
Eight years later, Brand Fuel is in the top 5% of the industry in terms of sales (out of 22,000 competitors), maintains a staff of 30 employees, and serves clients throughout the US.

CRM Challenge
In late 2005, Brand Fuel needed technology for its custom client websites that would allow large corporations with many buyers to aggregate their premiums purchases, thereby saving money—something that had not yet been seen within the industry. The company also wanted tools for non-technical users to be able to update its own award-winning website. Brand Fuel also needed a web-based CRM to keep its sales people mobile yet allow management to track results.

www.brandfuel.com

" Customers still come back to us for our follow-through, creativity, and professionalism, but more and more often, larger clients are sticking with us because we've decided that technology is critical to us as well. "
– Robert Fiveash, Co-Owner/Founder, Brand Fuel

www.concursive.com

Website Authoring and Content Management are integrated into the CRM.
All website elements—images, logos, product details—reside in the CRM database.
Edits to the webpage are made in realtime, directly on the page.

IT'S ALL ABOUT THE CUSTOMER
Client Portals
Brand Fuel has embraced technology as a way to deliver great customer value. ConcourseSuite allows Brand Fuel customers to set up their own web-portals to maintain event schedules, share promotions buying information across divisions to consolidate purchases, post accurate logo files and usage guidelines, and track order work-flow. Brand Fuel even lets its customers use the portals to grade its performance on price, quality, and customer service. This provides valuable feedback to Brand Fuel and gives customers a venue to express their opinions.

PLATFORM CONSOLIDATION
E-Commerce
In the year 2000, Brand Fuel was one of the first companies in its industry to offer online stores for its clients. As a result, customers like UNC's

Kenan-Flagler Business School could place orders for their own branded merchandise quickly and easily. And customers of those customers—parents and alumni, say—could order branded merchandise for their own use.

At that time, e-commerce was in its infancy and online product catalogs were fairly simple. Soon, however, Brand Fuel found itself maintaining large, complicated product catalogs for its customers on a variety of technology platforms. Brand Fuel turned to Concourse-Suite, with its integrated content management and e-commerce capabilities, to consolidate its online stores onto a single platform. "Having an e-commerce front-end married to a CRM backend makes total sense," explains Tom Daly, Brand Fuel's Director of Operations. "We have one system to learn and maintain, and we get a 360-degree view of our customers' activities."

WEBSITE AUTHORING
Content Management
Given its dynamic online content, Brand Fuel grew tired of waiting for offsite web-designers to update its sites. Having won awards for its website, Brand Fuel knew well the importance of keeping its site up-to-date. Adopting ConcourseSuite helped with this issue as well. Right next to the traditional CRM modules like "Leads" and "Accounts", ConcourseSuite provides a "Website" module that allows users to create and maintain websites from within their CRM. Online assets such as product photos or logo files are stored in the same database as other customer information and can be instantly incorporated into a web page in real time by non-technical users. A rich set of stylesheets, templates, and Java portlets are built right into ConcourseSuite, allowing the creation of effective, highly dynamic websites.

AND OF COURSE...
Customer Relationship Management
In addition to the non-traditional (for a CRM, at least) capabilities above, ConcourseSuite also delivers best-of-breed CRM functionality at a fraction of the cost of traditional proprietary systems. Brand Fuel uses ConcourseSuite to make its sales reps more efficient, and to give management valuable tools to track sales activity. As important, the CRM system ensures continuity when an account rep moves on. "We used to lose up to 10% of our clients in the 6 months after a rep changed," says Danny Rosin, Co-Owner/Founder of Brand Fuel. "Now that all my customers have all of their history tucked away in a password-protected site, they are feeling pretty comfortable, no matter who the rep is."

concursive
where business takes flight

Concursive Corporation
223 East City Hall Avenue
Suite 212
Norfolk, VA 23510
Phone: 757.627.3002
Fax: 757.627.8773

About Concursive Corporation
Concursive Corporation is the developer of ConcourseSuite, the first front office application
suite to integrate CRM, content management and Enterprise 2.0 capabilities. A Java-based
application with a standards-based plug-in architecture, ConcourseSuite 5.0 allows third-party devel-
opers to integrate applications and share data with key company applications including
HR, financial, inventory/delivery, and logistics systems. It's used today by Fortune 500
companies in large configurations and by thousands of smaller enterprises. ConcourseSuite includes
all common CRM modules and adds significant capabilities such as collaborative
Project Management, Website Authoring, Content & Document Management, Customer
Surveys, and sophisticated Help Desk functions.

concoursesuite
www.concursive.com