Centralize, enhances and distributes your product data

A single integrated
and dynamic platform.

e TEAM®
CROSS MEDIA PLATFORM

Integrations with internal and external systems, facilitating inputs and outputs, allow you to create:

◆ **Digital and printed catalogues, product lists, brochures**

◆ **Product sheets with technical and marketing content**

◆ **Outputs for web and e-commerce**

◆ **Enterprise workflows**

◆ **Intranet and restricted access**

COMPANY

ASSET   INFO   DATA   MAIN FRAME   FILE   OTHER SOFTWARE

DEM   PRINT   SOCIAL   WEB   MOBILE

MEDIA

eTEAM consists of several modules

Different modules allow you to dynamically manage product data, digital content and to create assets for different media.

DAM

Digital Asset Management

Protects company's brand equity & digital heritage. Supports multi-channel sales and communication

Adobe

Product Information Management

Centrally organise all product data, even the most complex.

PIM

Content Management System

Manages dynamic customer-facing sites where contents grow and change frequently.

Media Asset Management

Allows you to file, retrieve, deal and share multimedia at speed.

CMS

DMS

MAM

Document Management System

Automates and speeds up the approval process, facilitates collaboration in creation of document, reduces content/document go-to-market time.

Markets

Developed to be personalised. eTEAM allows a high level of customisation for individual businesses and the market

e TEAM®
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Industry

It supports companies in global and multi-channel communication and verifies the effectiveness of each marketing action.

Retail

It facilitates collaboration between the different teams involved in the creation of store material: Buyer, Marketing and Graphic departments.

Franchising

It integrates into organisations, from communication planning to product selection, media and loyalty strategies.

International

It co-ordinate efficient multi-channels communications from the territory, starting from centrally approved guidelines.

Who is eTEAM designed for?

eTEAM is the ideal solution for those who want to control the life cycle of digital resources: product data, images, layouts, web publications...

It is a collaborative technology that expands and virtualises the workspace, enables and supports smart working, agile working, teleworking or remote working.

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PRODUCT MANAGER

"A solution like eTeam allows me to update product information and acting as a single source of truth allows me to effectively collaborate with my colleagues in Marketing, Sales, Design and Quality Control."

MARKETING MANAGER

"It is the responsibility of the Marketing team to create personalised, engaging and effective communications, and to develop customer relationships. We can do it with eTeam."

EXTERNAL AND CREATIVE AGENCIES

For my agency, for photographers, graphic designers, illustrators, web designers, videomakers but also press offices and external collaborators of various kinds: for each of these roles a solution such as eTEAM streamlines the processes of searching, sending and approving assets. The efficiencies it instantly delivers enables us to do our job better."

IT MANAGER

"In eTEAM I recognize the safest and most convenient choice for my company, because it is a consolidated, modular, high integration rate solution, able to fully meet the need for storage and sharing of data and product content."

Benefits

eTeam allows accelerating the change: It is the basis for development of collaborative platforms and cloud solutions reducing operational and IT costs.

Economic

◆ No high investment for the purchase of hardware, software, and their implementation and maintenance

◆ Substantial savings in communication, paper, web and micro-marketing costs

◆ Intellectual property of every single asset and cost reduction for duplicates or agency interventions

Organisational

◆ Reduced time to benefit! Commissioning of SaaS software is quick and simple

◆ Centralized management of communication and digital assets at national and global level

◆ Reduction and control of operational steps

◆ Full control on activities with multi-dimensional reporting and certified process flows

Strategic

◆ Allows complex marketing activities, impossible to manage with traditional methodologies

◆ Allows efficient handling of multiple brands and markets simultaneously

◆ Integrates with enterprise software

Technological

◆ Guarantees high performance in very articulated processes involving several different users

◆ Backup & Disaster Recovery plans

◆ Continuously monitored, supported and maintained

◆ Availability of most technologically updated hardware and software for the user

Applications

The versatility of eTEAM allows us to develop specific applications for all your multi-media communications.
The deep knowledge of each market allows us to offer our advice, matured through challenges already faced and that we have allowed to:

e TEAM®
CROSS MEDIA PLATFORM

◆ **Refine our skills.**
We are able to collaborate with the customer's internal organization, guide its changes, improve production flows with automated and certified workflows and with the assistance of our qualified staff. We are partners in the definition and implementation of marketing strategy and multi-channel communication, offering our consulting and services.

◆ **Develop our own technological solutions.**
The improvement of organizational processes concerning communication are the basis of the eTEAM multi-channel solution, the result of a consolidated experience at the service of all our customers at an international level.

◆ **Enabling smart working.**
Facilitating and activating work remotely has become fundamental to protect company operations and our applications make this possible because they facilitate communication, professional collaboration between colleagues and with figures outside the organization.

Specific and personalized applications

At the end of the configuration path the customer gets a tailor-made application but enjoys a strong eTEAM-based solidity.

Product Database

It is indispensable and contains the elements necessary to create and organize multi-channel business communication simultaneously and any e-commerce project.

Layout automatic in InDesign

Create a product catalogue is a demanding activity involving several figures and can put pressure on even the most close-knit working groups.

e TEAM®
CROSS MEDIA PLATFORM
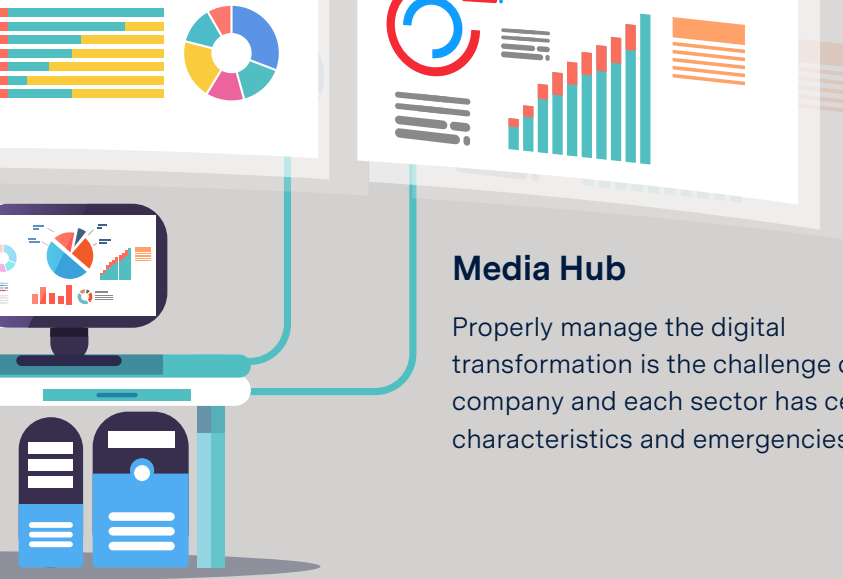
Media Hub

Properly manage the digital transformation is the challenge of each company and each sector has certain characteristics and emergencies.

Brand Hub

The big international companies, the institutions and franchising activities need an instrument that make it more fluid and corporate communication on the territory.

Communication promotional for MMR

Mass Market Retailers invests in digital and keeps the flyer paper because its diffusion door to door effectively reaches the public and inform consumers about promotions.

BUY

%

Case studies

Take a look at some of our case studies for see how eTEAM is helping the businesses of every sector to centralize product data, save money on costs and communicate effectively on all channels.

**We work in support of different markets.
A challenge that fascinates us!**

Brand Hub for multicountry communication, enriched with a label creation module.

Developed for the Whirlpool Europe team, responsible for all the EMEA (Europe-Middle East-Africa) countries, to centrally coordinate the communication of the 6 brands and eliminate the strong diseconomies in the management of communication materials.

The challenge

The number of brands, the different languages, the number of countries and the possibility of sharing among a large number of managers were the challenges to be faced in configuring eTEAM. A challenge successfully won because eTEAM is able to support high data traffic and the DAM, PIM and DMS modules can deal with the contents of the publication in a capillary way, from the page to the single technical data.

The solution

With this configuration, the Marketing Europe team allows the different countries to choose and customize, within the defined guidelines, catalogues/brochures and other materials for their reference markets, according to a multicountry logic, distinct for each Brand of reference, including Whirlpool, Indesit, KitchenAid, Hotpoint, Bauknecht. Through the dedicated WEB interface the operator selects the material/catalogue and/or, composes and publishes it. The DTP automatisms produce the product data sheets and Energy Labels, collecting the data directly from the customer's mainframe.

The results

With this strong configuration Whirlpool is able to manage and drive simultaneously:

- ◆ 27 Brochures
- ◆ 232 BI Catalogs
- ◆ 45 FS Catalogues
- ◆ 410 sets of Product Data Sheets

Starting from a centralized database, in addition to distributing the contents in all the languages of the EMEA countries, it has achieved a significant reduction in the production time of all outputs. It has also been possible to centralize the printing process obtaining a reduction in costs and a more correct and effective communication on the territory.

The Brand Hub allows you to manage and monitor the production of catalogues, price lists, brochures of each brand, for each country and language.

Media Hub, an advanced Digital Asset Management for branches, offices abroad and an extensive sales network.

Configured for the Smeg Group, with direct subsidiaries on all continents, to improve and promote collaboration and communication within the group and with external suppliers.

•.•smeg

The challenge

Smeg already had a platform on which employees and associates could access to download materials, with access and users constantly increasing. The spread of the new media has influenced the behaviour and expectations of both customers and users of the platform and this has made it necessary to implement a new Digital Asset Management, which has evolved in terms of practical, technological and UX aspects.

The solution

The main effort was based on three guidelines:

◆ Preservation of existing assets and related information
◆ Improved performance in speed, upload, download, share
◆ Strong graphic design and new navigation mode to facilitate the use of the platform

The Media Hub features advanced search filters, download sharing, materials available in different formats. It resides on a high performance server structure, able to support international traffic and large amounts of files. It is currently used by almost 2000 users who share about 180,000 assets.

The results

◆ The modularity of eTEAM and its main features allow the integration with the systems of digital management of the company and in this sense an integration with the PIM, in input and output, has been applied
◆ eTEAM APIs allow SMEG partner companies to dynamically power their websites
◆ The activation of a CDN (Content Delivery Network) has made it possible to speed up and optimize in all respects the world distribution of media content in high quality
◆ The Media Hub has become the company's unique and up-to-date repository

❝ *To share assets with thousands of employees, in Italy and abroad, a Media Hub is indispensable.* **❞**

Product database and DTP automatisms for the management and publication of technical and commercial product information.

Configuration for Gyproc Belgium, part of the Saint-Gobain group, world leader specialized in the production of gypsum-based products, especially plasterboard sheets, to have a unique product database and automatic production of price lists, data sheets and catalogues.

Gyproc
SAINT-GOBAIN

The challenge

The collaboration with Gyproc Belgium had these objectives:

- ◆ A cloud solution configured to the real needs of the group
- ◆ A customized interface to make it easy for users to use
- ◆ Daily interaction with the management system
- ◆ The creation of a unique database of products, systems and resources for: technical data, prices, content
- ◆ Marketing and logistics data
- ◆ The dynamic and automatic creation of price lists, product sheets, data sheets and instruction booklets

The solution

The PIM and DAM modules, integrated with Gyproc's infrastructure, have made it possible to create a central repository of all product data and through the DMS module a workflow has been set up to make collaboration between the people in the different departments working on current publications more efficient.
The DTP automatisms provide for the creation of product and system data sheets, manuals, guides and price lists that can be published in multi-channel mode.

The results

The people working on the application are 25 and manage the handling and updating of almost 3000 images, 800 products and as many systems.
They manage multi-channel communication effectively because:

- ◆ The data is updated in real time in a single shared work area and there is greater control of the data quality with error reduction
- ◆ Output production times are drastically reduced with a consequent improvement Time to Market

eTEAM is a definite help. It forces me to work in a way structured that at first seemed like a curse, but instead it turned out to be be a great blessing.

Digital Asset Management for the centralized collection of all company assets, in particular images and videos.

MASI Agricola S.p.a., an important Verona-based company in the world, produces Amarone and other fine wines. The international development of the business has increased complexity in the management of communication materials and the need has arisen to manage centrally and more efficiently all the company's assets such as photos/images and videos.

MASI AGRICOLA

The challenge

The need for Digital Asset Management for the centralized collection of all company assets, in particular images and videos is the main demand.
The aim is to put in order all the materials accumulated over the years to keep them easily updated and use them quickly and easily without wasting time and resources.
In addition, thanks to DAM, the aim is to make the materials available to distributors worldwide in a controlled, safe and at the same time easy way.

The solution

The eTEAM DAM module has been configured to meet the required requirements:
- ◆ Converting image files
- ◆ Access to research saved results and always updated them dynamically
- ◆ Possibility to use the Google tagging service
- ◆ Management of the state of life and the type of use of the file
- ◆ Collection management

With DAM, a workflow with differentiated accesses has been set up for loading and validating images.

The results

- ◆ Uniqueness and optimization of content in a single data source
- ◆ Optimization of the process of uploading images by photographers and approval
- ◆ Effective sharing of corporate content with the network of distributors
- ◆ Total control of the contents

Due to the modular architecture of eTEAM, other content-related modules (PIM) and dynamic and controlled output creation (DMS) may be activated, to which the DAM files can be connected and monitored.

" Digital Asset Management improves production processes, highlights which types of content are most useful, avoids dispersion of time and duplication of work. "

The challenge

The company has experienced great development in the last twenty years. In the large areas of the 9 points of sale, located in sites that are always easily accessible, there is a vast, deep and very complete assortment of over 200,000 items.

This strong development has increased the complexity in the management of communication materials and the need has arisen to manage centrally and more efficiently all the company's assets such as photos/images and videos.

The solution

The activation of DAM and PIM modules has collected through web services all the assets and product data that were dispersed on different e-commerce sites and corporate servers.

Currently the 2 modules have centralized and enriched with descriptions and tags more than 1,000,000 items (which are sold by different stores), 800,000 products and 1,200,000 images.

With this centralization, eTEAM becomes the only source of data that will populate the e-commerce sites of the group and through templates and DTP automatisms, graphics and store managers will be able to quickly select and produce paper flyers.

The results

With this application the Sme Group gets:

◆ Uniqueness and content optimization in a single data source
◆ Efficient management of multi-channel communication
◆ Reduction of production time of all ouputs
◆ Sharing content with points of sale and e-commerce sites

Digital Asset and Product Information Management to successfully tackle e-commerce and flyer production.

Integration of the two modules for SME, leader in the retail sector in Veneto and Friuli Venezia Giulia. The Group is multi-specialized in the sale of household appliances, furniture, household and leisure products.

GRUPPO
SME
la scelta che conviene!

"The depth and breadth of the Sme Group requires a Digital Asset Management evolved as eTEAM, able to solve all the complexities related to the sales organization and multi-channel communication."

The challenge

The management of communication materials with all the offices around the world, in addition to external requests (magazines, press offices, newspapers, fairs, etc.) is an increasingly complex activity, both for the time required to collect materials and to send them.

For this reason it has become necessary to centralize all the images in a single Digital Asset Management accessible to clients, suppliers, employees, partners and other subjects outside the company.

The solution

More than 30,000 assets have been centralized and levels of access and visibility have been created depending on the brand to which they belong: technical drawings, photographs, projects, press...

The special feature of the DAM configured for Panaria is the highly defined and capillary classification of the assets: each file is associated with numerous text fields which are updated daily through the automatic import of excel files.
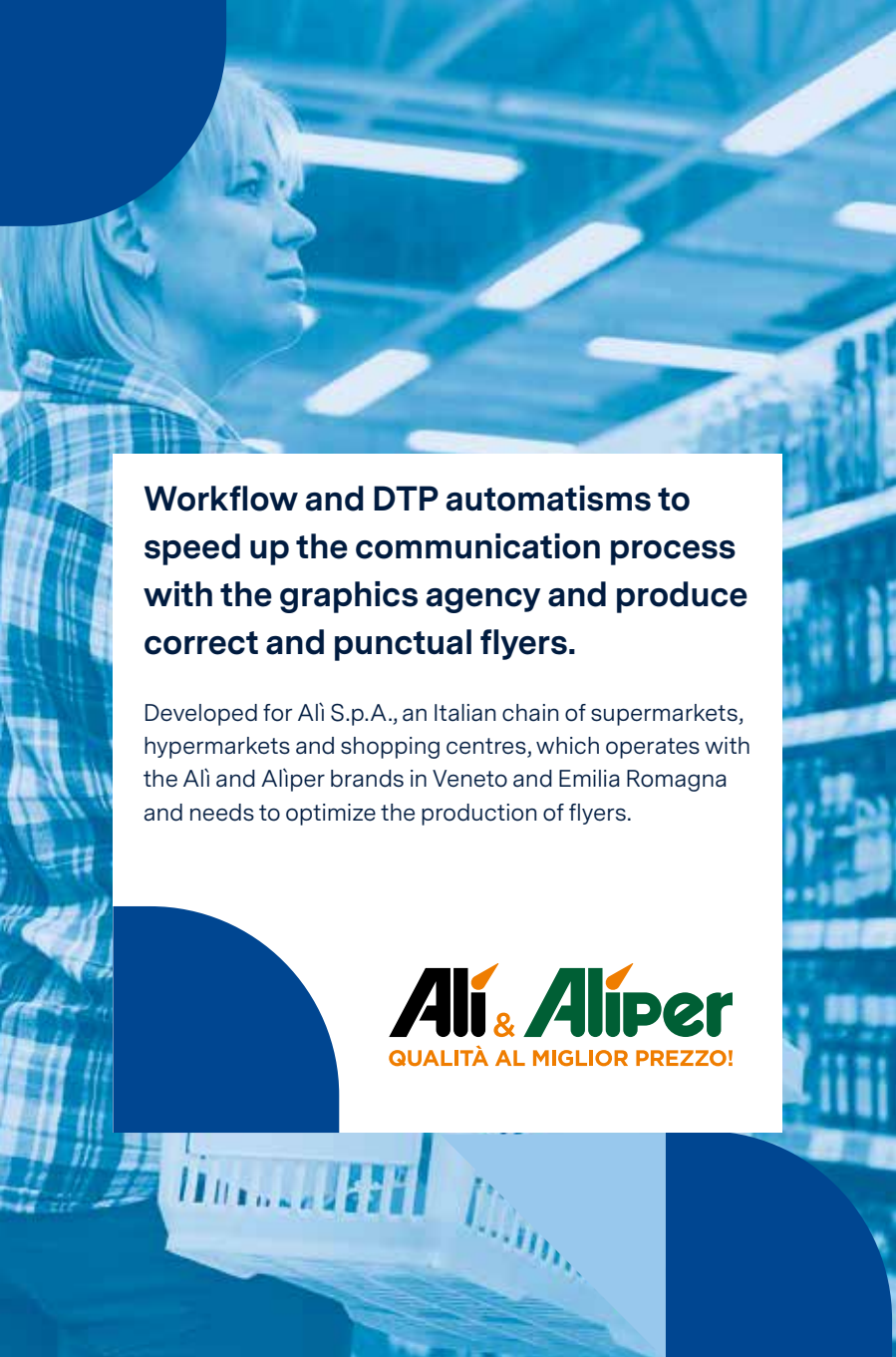
With this configuration eTEAM also performs the function of Product Information Management.

The results

The DAM has features that make it a winner for an organization like Panaria Group.

- ◆ Centrality and cost reduction: digital content is optimized and production costs are reduced
- ◆ Access and distribution: the user logs in with specific credentials and permissions. Content distribution on the web is dynamic, immediate
- ◆ Compliance and Brand Management: control and access to data is a guarantee to ensure that assets are used according to the guidelines
- ◆ Efficiency: DAM integrated with enterprise information systems and creative applications automates and speeds up workflow

Digital Asset Management enriched with PIM functionality for a capillary definition of assets.

Configured for Panariagroup, an international reality present in Italy, Portugal, United States, India, and with sales in over 130 countries worldwide through a wide and capillary commercial network.

PANARIAgroup®

" *A solution like eTEAM allows you to govern your assets of 8 brands present in more than 130 countries and a salesnetwork of over 1,000 people.* "

The challenge

Promotional flyers are still the most powerful marketing tool for large-scale retail trade and the consumer and are a bulletin of the opportunities of the moment. The fortnightly production of the Promotional Actions requires the security of the data and certain times of realization. Four requirements are needed to meet these needs:

- ◆ A collaborative platform on which more people can work online
- ◆ A well-structured worflow with processing, control and approval steps
- ◆ An up-to-date image database and reliable and secure data
- ◆ DTP Automatisms

The solution

For Alì, eTEAM with its DAM, PIM and DMS modules has been configured and integrated into the company's mainframe. About 50 people between marketing staff and buyers have access to the platform.
After a careful analysis, the workflow for the processing of Promotional Actions has been configured, a flow that includes double checks and approval phases, up to the supply of the final PDF file to the printer and the processing of materials for the WEB.

The results

The construction of a product database enriched with the correct marketing contents and a constantly updated image bank leads to considerable time savings. The cost for shooting and color correction of the product is reduced. Errors (price, description...) are drastically cancelled, both because of the double control phases and because of the lack of manual data imputation by the graphic operator.
The multi-channel output produced by eTEAM allows the optimization of costs, both for paper and WEB.

Workflow and DTP automatisms to speed up the communication process with the graphics agency and produce correct and punctual flyers.

Developed for Alì S.p.A., an Italian chain of supermarkets, hypermarkets and shopping centres, which operates with the Alì and Alìper brands in Veneto and Emilia Romagna and needs to optimize the production of flyers.

Alì & Alìper
QUALITÀ AL MIGLIOR PREZZO!

The production of a promotional flyer is not only a problem but a work process that involves several people who participate through their own information: descriptions, price, weight, promotional mechanics, photos, packaging, graphics, etc.. For this one tool like eTEAM is indispensable.

Brand Hub with automatic pagination system to facilitate communication with agencies and encourage the sale of insurance products.

ARAG is the leading company in Italy in Legal Protection, present on the market for more than 50 years. It belongs to a German insurance group with offices in 15 European countries, in the United States, Canada and Australia and the sharing of marketing material is a constant necessity.

The challenge

In organizations with sales network there are common problems, for example the impossibility for the Headquarter to share with its Agencies the material it produces, also following the requests for customization of individual partners.
At the same time, the Agencies have difficulty in finding the precise guidelines and indications for the self-production of promotional material. There are also economic difficulties to remain compliant and consistent, complexities that lead to compromises and errors.

The solution

The application makes it possible to oversee all the communication activities of the Head Office and related agencies. It has been integrated with the ARAG2web portal identifying a single sign-on mechanism between the two. Different figures have access and each one finds the communication materials and requests them according to their needs. An automatic pagination system has been implemented with which the agency can select from a panel the products it intends to promote locally.

The results

With this solution, the head office in Arag:
- ◆ Manages the costs and processes of all communication activities.
- ◆ It oversees all activities and promotions carried out by means of a system of supervision, verification and approval of the proposed material and offers
- ◆ Gets information on the type, preferences and effectiveness of the requested and customized material by officers
- ◆ It has advanced Business Intelligence (B.I.) systems for the multidimensional analysis of activities and the work of the agencies

> *The Italian legal protection market is growing and there are customized policies for specific targets. A tool such as eTEAM allows to maintain a fruitful link with the network of agencies and offer policies increasingly targeted at customers.*

How it comes supplied

With eTEAM the company has a complete work platform ready to use without the need to care management and maintenance of adequate hardware and installations and configurations software. Users access it via network using a browser as an interface.

eTEAM
CROSS MEDIA PLATFORM

eTEAM was developed as a SaaS (Software as a Service) solution, the highest of the cloud levels provided by a provider and over which it is possible to exercise maximum control in terms of configuration and customization.

It is a software distribution model in which the application and related services are run in a centralized environment. Users access it over the network using a browser as an interface.

eTEAM is based on the most modern information technology in order to be able to integrate and interface with the software infrastructures already present in the organization, with maximum integration and automation.

eTEAM is a 4 Flying product

The 4 Flying group is a reference point in international multi-channel communication, composed of professionals dedicated to IT analysis and design, research and development, customer care, marketing and strategic consulting.
Thanks to the combination of IT, design and marketing skills, we have developed software and solutions dedicated to content and marketing management on different media, improving the business strategies of companies.

Each proposal is designed to respond to the specific needs of the customer, to guide them growth, integrate and automate internal and external communication processes towards the market, to increase the efficiency and effectiveness of the actions undertaken.

A mission that has never changed over time: to create, manage and distribute content efficiently and effectively with integrated solutions in all areas of digital and traditional communication.

4 FLYING
INTEGRATED MEDIA COMMUNICATION

eTEAM

CROSS MEDIA PLATFORM

www.e-team.it

eTEAM is a 4 Flying product.

4 FLYING

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