



## Aegis Mortgage Simplifies Print Ordering and Distribution, Reduces Waste, and Maintains Brand Control with Online Ordering

### PROGRAM OBJECTIVE

- **Manage distribution and personalization of marketing materials**
- **Reduce waste resulting from material obsolescence**
- **Maintain brand consistency**

### DESCRIPTION

Aegis Mortgage Corporation, a top 40 mortgage lender with 3,800 employees in more than 100 locations, needed a better way to distribute, manage and customize its marketing materials. Its current program of warehousing pre-printed sell sheets and other materials resulted in tremendous waste due to quick obsolescence of product offerings, and was cumbersome to manage and distribute.

Aegis' Director of Corporate Communications approached ImageSet Digital, who had been supplying the company with many of its marketing communications pieces on an as-needed, customized job basis, asking for a better solution to the enormous task of supplying its 375+ account executives with up-to-date, customized marketing materials.

ImageSet Digital's account representative and IT department worked closely with Aegis' marketing department to develop an online catalogue of Aegis' sell sheets and other marketing collateral. The system was an easy-to-deploy, easy-to-use, online tool that gave the marketing department complete control over the purchase, management and distribution of marketing materials. It allowed for easy access, customization, ordering, distributing and managing of printed materials – from any location, at any time, on any deadline.

The site allowed the sales force to personalize each piece with their contact information, and also offered the ability to produce a pdf file of the flyer to use in email communications or for quick meetings while waiting for the printed materials to arrive. It made it possible for new sales hires to "hit the ground running," by giving them immediate control over their ability to sell with up-to-date, customized marketing materials.

With the new system, everything Aegis Mortgage produced came from a centralized system, with every item governed by their business rules and brand guidelines. It eliminated the inefficiencies, errors, graphic standards violations, duplicated efforts and slow deliveries. And the corporate marketing department had the confidence that things were being produced correctly and on time.

### RESULTS

**A boost in efficiency and control, and a reduction in out-of-date marketing materials. Aegis estimated that it saved as much as \$120,000 per year, by eliminating the need to throw away obsolete marketing materials.**

### CLIENT COMMENT

According to Pat Wente, Aegis Mortgage Corporation's Director of Corporate Communications, "ImageSet Digital's web-to-print solution, quality digital printing and easy-to-work with staff made this joint venture a complete success."