

Online Ordering a Natural for Natural Gas Company El Paso Corporation

PROGRAM OBJECTIVE

- Simplify ordering of holiday cards for multiple operating units

DESCRIPTION

El Paso Corporation, with headquarters in Houston, Texas, owns North America's largest interstate natural gas pipeline system and is one of North America's largest independent natural gas producers. The company consists of seventeen operating units, each with their own name and own identity, and each with multiple departments functioning under those operating units.

With seventeen brands to manage, El Paso Corporation's designer, Gina Bean had quite a challenge when it came time to send holiday cards to customers and business associates. Rather than send out a generic holiday card from the parent company, each division wanted to send its own set of cards imprinted with its respective division name and logo. To complicate the process further, each division needed to be billed for its own set of cards. And of course, as with everything during the holidays, turnaround time was critical.

In September of 2005, Ms. Bean approached ImageSet Digital sales representative Ken Fetterman with her challenge: how to maintain the corporate branding and simplify ordering for the 128 sets of cards. ImageSet Digital proposed using its collateral-on-demand solution, ImageSet Direct™ which allows users to choose from an online catalogue of templates which can be edited, personalized and proofed onscreen.

First, El Paso's creative staff designed three versions of a holiday card. ImageSet then set up an online catalogue of the three designs. Using a customized login, each division could access the catalogue, choose a card, select the appropriate logo from a drop down menu, and approve a proof on the screen. A report detailing order activity was automatically generated for management as well as the buying division. The cards were then printed on ImageSet's digital presses.

RESULTS

128 sets of correctly branded cards, with quantities ranging from 50 to 200, all ordered and proofed on line without anyone having to leave the office or transfer a file. Turnaround time from order placement to receipt of finished cards is approximately five business days. El Paso has continued the program with ImageSet Digital through three holiday seasons and has added an additional four more versions for users to select from. They have been very pleased with the functionality of the system, the quality of the cards, and the fast turnaround, and plan to continue the program indefinitely.

