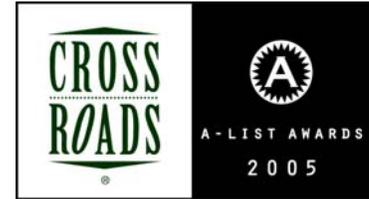


Noosh, Inc
Palo Alto, CA



Noosh Direct Mail Solution

➤ Collaborative procurement software for direct mail marketing

CUSTOMERS AT WORK

The targeted marketing division of a major newspaper, a consumer brands group of a Fortune 1000 corporation, a major financial services firm and a midsized real estate developer served as references for Noosh. Common strategic objectives included:

- Grow profitable revenue with better targeting and higher response rates
- Reducing lead time to produce and deliver new direct-mail offers
- Lowering direct-mail costs via better design and postage management
- Increasing visibility and predictability of overall printing costs

WHY NOOSH?

Direct marketers have seen the benefits of tightly targeted marketing with telephone and email campaigns. But logistical challenges have made it difficult and expensive to broadly scale highly targeted direct mail campaigns. With Noosh's new Direct Mail solution, companies can manage all the elements of a multi-component project—from concept to completion—in one place. It streamlines versioning, print specification and production control, tracks schedules and manages services and component procurement. All participants share a single program schedule that contains specifications and data in a common system of record that tracks all changes made across the supply chain (product management, creative, agencies, production management, procurement, printers and lettershops).

COMPANY INFO

Noosh is a private company with 45 employees.

☎ 408.617.6000

www.noosh.com

BUSINESS IMPACT

Near-term value: Noosh reference customers are a savvy group of direct mail marketing veterans. One company saved 27 percent of its print spend in the first year of using the Noosh system. Another saw a 10 percent increase in procurement productivity. A third company handled increased volume and assumed responsibility for commercial print procurement enterprisewide, even as staff dwindled through attrition. All references reported a dramatic improvement in quality, flexibility and timeliness of the direct mail process. The procurement process is now consistent enterprisewide, with newfound end-to-end accountability and visibility. Use of Noosh eliminated above-market pricing, which had been occurring frequently at large companies.

Enterprise innovation: Having gained control of direct mail procurement, customers are moving to exploit this knowledge through designing for least-cost printing and combining print orders to achieve better discounts. Customers are beginning to use Noosh to address effectiveness by thoroughly testing offers before mass mailing. One company tests nine variations (three messages in three formats) for each target cell, then co-mingles the pieces for mailing at the lowest possible rates. Noosh also is enabling lettershop operators to offer a new service, supply chain management for their direct mail clients.

Technology gains: Prior to implementing the Noosh solution, large businesses were managing direct mail campaigns in spreadsheets. With millions of pieces, hundreds of microzones or target cells, tens of combinations of formats, and several iterations of creative, there was plenty of room for error! Noosh customers have gained control of spending where havoc once reigned. This is indeed a welcome development given today's requirements for a clean audit opinion.

SUCCESS FACTORS

Project strategy: Highly targeted direct mail requires a new level of teamwork across organizational lines and among the disciplines of marketing, production and finance. Use executive support to catalyze initial participation by employees and suppliers.

Resources: Reference customers took advantage of Noosh's expertise in designing the new process, data structures and reports, and in integrating the software with ERP and other business systems.

Skills: Training for employees and suppliers should be focused on using Noosh not in isolation, but in the context of the new process.

Fit: The Noosh Direct Mail solution is a good fit for large and mid-cap companies who want to improve direct mail marketing ROI.

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ABOUT THE 12th ANNUAL CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven IT products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.