



## Ripon College Creates One-stop Solution

Traxion's XMPie® uStore® helps Ripon College provide a branded digital storefront for customized marketing communication materials.

*A Case Study Published by Walsworth*

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# Digital Storefront Adds New Efficiencies

Ripon College is a widely respected liberal arts college located in the Midwest. Known for providing a highly engaging experience for students and faculty alike, Ripon College attracts professors who love to teach. They are committed to the college mission of providing an excellent and engaging experience for students focused on academic, artistic and personal development. As the college's print production and distribution partner, Walsworth is always willing to go above and beyond to help them deliver upon their mission.

## Challenge

Ripon College has several departments that produce a variety of printed marketing communications for prospective and current students and alumni. Each department has its own marketing budget, and they frequently engage the college's Marketing Communications Office for design and end-to-end creative production. The Marketing Communications Office found that it was receiving repetitive requests for similar types of marketing pieces and was looking for opportunities to create efficiencies and to streamline the end-to-end creative development and production process.

## Solution

When Walsworth became aware of the issue, the team suggested developing and implementing their web-to-print solution, Traxion XMPie® uStore®. This is a branded digital storefront that allows authorized users to create and mail branded and personalized marketing materials through pre-approved templates utilizing an easy-to-use online portal. Walsworth explained that the solution would create efficiencies and streamline the creative production process for Ripon College by allowing the Marketing Communications Office to create and upload a variety of templates that could then be customized

by authorized users within the various departments of the college. The uStore® would also allow the authorized users to:

- Upload custom creative files
- Import mailing lists
- Place print orders incorporating Ripon College's predetermined pricing while automatically billing the appropriate department within the college
- Mail finished print materials within 48 hours of order placement

The storefront was also designed to systematically route any pieces requiring review and approval by other users prior to releasing the project for print.

## Results

Ripon College was able to gain immediate efficiencies. The branded storefront became a single-source solution for the various departments to develop certain types of marketing communications pieces and to fulfill its print needs.

The storefront helped the Marketing Communications Office minimize its role in handling repetitive and similar requests by

providing an online portal that authorized users could access to create marketing communications from approved, customizable templates. The storefront also eliminated the need for marketing staff to be involved in the fulfillment of these simple print requests. As a result, the Marketing Communications Office gained the time needed to work on more custom requests.

The new storefront streamlined the entire process of designing, printing and fulfilling frequent, similar literature requests through a single, easy-to-use production source that reduced costs and overall time to market.

