



## Fource

Flexible asset management system streamlines marketing communication

## Customised marketing collateral extended to wholesale network

### National automotive parts distributor

There are nine million cars on the road in the Netherlands. Daisy Scholten, Marketing Communication Executive at Fource, proudly reports that at least one in five of these vehicles is equipped with parts from the Fource network. Scholten explains: "Our core business is the import and distribution of car parts. We stock over 175,000 parts and supply a network of around 400 wholesalers who deliver parts and materials to car dealerships and service centres". Fource uses innovative marketing techniques to build relationships with its wholesalers, car dealerships and service centres.

### Customised local marketing programme

Describing Fource's marketing programme, Scholten's colleague, Samantha Willemsen, says: "Motorists can use our online portal 'mijngarage.nl' to request a quote or to schedule an appointment with a participating dealership. We also support our wholesalers by providing them with their own versions of our marketing collateral, enabling them to approach their local markets under their own name." Keen to drive the marketing programme by streamlining the production of customised marketing collateral, Fource looked for an effective Marketing Asset Management system.



# 730 users

On-brand collateral is created by Fource's wholesale partners

*"MarcomCentral allows us to manage our brand identity across the Fource network, whilst providing scope for local customisation."*

Daisy Scholten, Marketing Communications Executive, Fource

## MarcomCentral offers the perfect solution

An internet search revealed a variety of Marketing Asset Management systems and service providers but it was quickly apparent that none of the off-the-peg solutions ticked all of Fource's boxes. The requirement was mentioned during a meeting with Ricoh about the upcoming replacement of production systems used by Fource to print brochures in-house. "Ricoh recommended MarcomCentral, its Marketing Asset Management solution. It powers 5,000 customer portals worldwide and has over 2.2 million users. Ricoh's SaaS solution provides the ideal platform for our workflow," says Scholten.

## Controlled use of customised on-brand collateral

"Ricoh provided a tailor-made solution. It is so much more effective than an off-the-peg solution. It adapts perfectly to our business requirements and includes, for example, an image library," says Willemsen. The busy marketing executives are excited about the implementation of MarcomCentral. Some 730 users - Fource employees and wholesale partners - have access to the system. Individual users can access and customise specific collateral. Scholten explains: "It allows us to manage our brand identity across the Fource network, whilst providing scope for local customisation." "And, what is more," says Willemsen, "it allows us to focus our attention on the development of new collateral and initiatives."

*"Ricoh's expertise, flexibility and service ensures that MarcomCentral is not an off-the-peg solution, but a highly customised solution, tailored to our business requirements."*

Samantha Willemsen, Marketing Communications Executive, Fource

MarcomCentral®

Daisy Scholten (left) and Samantha Willemsen (right) were looking for a system to automate the management and production process of marketing collateral. They selected MarcomCentral, the SaaS solution from Ricoh.



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