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Intranets.com Facilitates Document Sharing
Between Ad Agency and Client



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Pivotal Communications Kalamazoo, MI

Pivotal Communications, a Kalamazoo, MI-based marketing and PR firm, uses Intranets.com to manage a large volume of marketing materials with one of its biggest clients -- Four Winns Boats, located 3 hours north of Kalamazoo, in Cadillac, MI.

“Intranets.com has provided a documents resource and sharing repository that’s absolutely phenomenal,” says John Sadowski, Owner of Pivotal Communications.

“We are one of two agencies serving Four Winns - one of the top 5 recreational marine manufacturers in this country - and the Intranets.com site has become a hub for communications between our client, ourselves and our client’s other advertising agency, and also its regional sales managers around the country.”

“This client generates a large amount of marketing communications material in a short period of time and in many cases, several people are accessing the same files for a number of purposes,” Sadowski noted.

“For example, we do the electronic development for Four Winns: video, web site, web tools, and e-learning and e-training resources. Another agency is providing mostly print materials, catalogues and that type of thing, but we’re working from common designs and layouts and common file sources. So, the ability to use the Intranets.com site as a place to store and access these files has made our business much more efficient and responsive. We certainly are expediting and simplifying the client’s process.”

“This major boat manufacturer has used multiple creative resources, and, in the past, the problem has always been keeping everybody on the same page. Intranets.com has certainly been one way to help solve that problem.”

“Intranets.com has been especially valuable in helping us centralize and coordinate a lot of data and creative marketing material -- not only from the standpoint of just getting data out -- but also it helps with the sheer fact of consistency in look and image. Although the marketing materials are coming from different agencies, they have to feel and look like they are coming from a single client and manufacturer. The Intranets.com site has been very positive and valuable in that respect.”

“Intranets.com is also a very easy system to administer and manage. One of my colleagues at Four Winns is sharing administrative responsibilities with me and I’m teaching him how to go about that -- setting up permissions and document folders -- with very little coaching over the phone. I think Intranets.com has a very nice help file system and he was able to

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Owner
Pivotal Communications



get very comfortable with that and set up his own procedures and permission systems for some new areas of the documents section. I really appreciate Intranets.com's ease of use and functionality."

"I think Intranets.com is also very fairly priced and flexible in its pricing. That was one of the things I explained to Four Winns, when we first got involved in this. I said, 'Let's try to go month to month, and if you find you use it, great, if not, we can curtail it and there's no long term commitment.' And they felt it was definitely worth trying, and now they are seeing the value of what this concept holds."

"At Pivotal Communications, we've been enjoying the benefits of Intranets.com for more than three years now, and we certainly appreciate the cost-effective pricing structure that Intranets.com has. That was one of the things that drew us to experiment with Intranets.com in the first place."

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"We're small and we leverage web technology to provide a greater range of services to our clients. I think the Intranets.com product has allowed us to do that in many ways."

"We have 6 on staff and a cadre of freelancers -- altogether 10-12 people -- and we include ongoing freelance associates as part of our Intranets.com family. We also have independent suppliers who can access information, and leave documents, layouts and graphics for us on our Intranets.com site. It really does help expedite our services."

"We use our Intranets.com scheduling and calendar program daily. It's become the center and the hub of our operations and staff scheduling. When we talk about things going on, we say: 'Let's go to the Intranets.com site and get it on the calendar.' We certainly appreciate that functionality and are using it on an hourly basis."

"As a matter of fact, I also synchronize Microsoft Outlook to the Intranets.com calendar and synchronize my PDA, via Outlook's approach, so that we're constantly up to date. It really has been a very valuable tool for us on a daily basis. Everyone goes up to that site to refer to calendars."

"I also use the Intranets.com task manager internally, because it synchronizes to my PDA, and I can set up a task list on my PDA and that translates over nicely to my Outlook. Certainly, I appreciate the reminders that come up on the Intranets.com home page."

"I'll be on a photo shoot, on location, for the next two weeks, for Four Winns. A lot of our preparation work, preliminary layouts, catalogues, shot lists, schedules -- all of those types of things -- are moving over to the Intranets.com site into the Document Manager. And that's nice because I can access it from anywhere. It's a really positive resource."

"Intranets.com does a great job. The improvements and additional functionality Intranets.com has been adding to its service, tell me it's well in tune with what businesses are looking for. We're a small business, yet the functionality that something like this provides is really important to us, and in the end, it's important to a large company like Four Winns. They are finding that functionality is every bit as appropriate for a large company as well. I just really appreciate the job Intranets.com is doing."

