www.podi.org

PODi Digital Print
Case Studies

Find over 500 other case studies on digital print applications at www.podi.org/casestudy.

BlueSky ETO
MARKETING SOLUTIONS. ENGINEERED TO ORDER

PODi
the Digital Printing Initiative

POD**i**
AWARD
WINNER

Project: DoubleTree by Hilton Supports Properties with Marketing Resource Center

Vertical Market: Travel and Entertainment

Business Application: Collateral Management and Fulfillment/Personalized Collateral

Business Objectives

DoubleTree by Hilton™, a Hilton Worldwide brand, is comprised of more than 250 hotel properties around the world. Prior to 2011, when a DoubleTree property wanted to order customized printed collateral or branded on-property materials for their hotel, they were faced with many different procedures.

One of these procedures included logging on to an outdated, form-fill portal to order property-specific materials. For items not found on the portal (which were most), a property had to complete one of 20 different forms and spreadsheets and then fax them to one of a dozen individual vendors. Printed materials available on the portal were subject to a pricey transaction fee in addition to printing costs and took a minimum of 14 days to fulfill. Additionally, real-time proofs were not available when placing an order and the brand could not track usage from a comprehensive dashboard.

DoubleTree wanted to seize the opportunity to upgrade their toolkit and consolidate vendors. They also wanted to simplify procedures to make it easier for properties to efficiently order the things they need. Evanthia Aldrich, Senior Manager, Brand Identity & Hotel Resources for DoubleTree, imagined a toolkit that would serve as a "one-stop-shop" for all information and resources.

DoubleTree wanted a solution that would provide:

- A brand-controlled, content management site to share information

- An easy-to-use, real-time, template-driven web-to-print and ad building site

- Single sign-on functionality that would work seamlessly with Hilton Worldwide's intranet, OnQ

- A comprehensive photo library and asset management system

- A best practices forum for DoubleTree properties to share ideas and promotions

- A comprehensive toolkit where all promotional materials could be ordered from one place including on-demand digital, offset, large format and specialty items

- A shared order history so any hotel employee could re-order an item placed previously

- Stricter policing of the newly launched DoubleTree by Hilton™ brand

- Comprehensive reporting to track usage and expenses

- The ability to expand beyond the US to support international properties with a distributed print model

- Faster turn-times, small on-demand quantities, and no more pricey transaction fees

Results

DoubleTree by Hilton™ (and Embassy Suites) hired the strategic partnership of Tray and BlueSky ETO to build a comprehensive, single-source, web-to-print toolkit for their international brand. With programming assistance from eIntegrity, they were able to build and deliver a robust toolkit solution for DoubleTree in less than four months. The new solution, named DOT 2.0, exceeded the client's expectations in every capacity.

- DOT 2.0 has become a "one-stop-shop" for all DoubleTree brand information and materials. It contains more than 250 different items, with more being added each day

- In 2011 achieved 100% adoption rate by DoubleTree properties in the U.S. In January 2012 DOT 2.0 will be rolled out to international properties serving more than 300 properties worldwide

- DOT 2.0 has drastically increased the speed and ease with which materials are produced – turnaround time for customized property-specific materials has gone from 14 business days to 2 business days

- Since DOT 2.0 was launched and the new DoubleTree brand was rolled out orders for more than 24,000 items have been placed

- DOT 2.0 is accessed by a wide variety of employees within each property

- Brand management tools and approval workflows built into DOT 2.0 ensure that all DoubleTree graphic standards are met 100% of the time

- Large minimum order quantities have been abolished

- Costly transaction fees have been eliminated

Workflow

The service provider partnership provides everything from toolkit development to ongoing management, customer service, technical support, on-demand digital printing, traditional offset printing, large format printing, and specialty items and apparel.

The new toolkit was built using WordPress and Pageflex Storefront. The WordPress portion of the site is extremely content rich and includes information on Public Relations, Brand Promotions and National Advertising, just to name a few. The WordPress site is fully editable by the brand, including customizable widgets to promote specific items on toolbars throughout the site.

DOT 2.0 is fully accessible to employees from all areas of DoubleTree properties – from GMs and Directors of Sales to Directors of F&B and Front Desk Managers – any hotel employee with Hilton OnQ intranet access can order the items he or she needs – and any employee can re-order an item that was placed previously. This is especially important in an industry with a high employee turnover rate where the person who created a piece of custom collateral may no longer be with the organization. The accessibility of previous orders by property location saves time and money when re-ordering a complex item like a 20-page In-Room Menu or In-Room Directory.

DoubleTree management has access to in-depth usage reports including the ability to pull order history reports by vendor, property location or by individual user. The consolidation of order reports and accounting has been a significant benefit for DoubleTree which previously had to manage record keeping with a dozen different spreadsheets.

Customized
sales sheets

User Interface

One of the many categories of items a property can order is On Property Materials. This category includes items such as door hangers, menus, key cards, conservation cards, stationery, TV channel guides and vehicle signage. All told there are hundreds of items, some static, some customizable. Items are now easy-to-customize and easy-to-order. Each item has its own price point and vendor, but for the user, they are conveniently ordering everything from one place.

For example, a Director of Sales can quickly and easily select a Fact Sheet on DOT 2.0. He or she then chooses photography from the integrated digital asset library, including high-res versions of their logo. Then, they customize in-real time the template to fit their needs. Images can easily be moved and cropped inside the template window using an intuitive custom widget. This widget gives users who have not had experience with graphic design an easy-to-use, yet powerful way of ensuring their images are correctly cropped and work within their document. To customize text, users can use suggested copy for their marketing literature or create their own. The templates dynamically flex depending on how much copy is used and users can see their changes in real-time and make adjustments as needed.

Help is available to users via pop-up windows, live chat, a toll-free number or a requested call back feature.
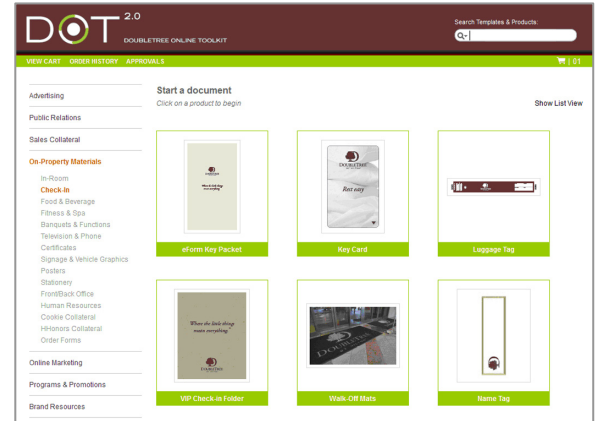
Product selection
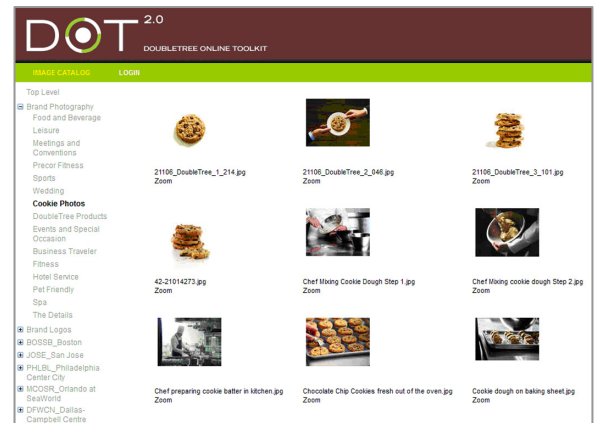
Digital asset selection
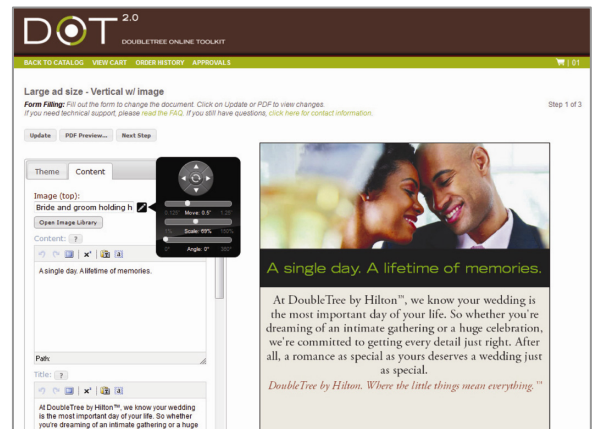
Customizing product

Once they have completed a document, a PDF is generated for approval. Users then put their completed work in a shopping cart and it is sent for brand approval. Once an item is created, it can easily be re-ordered by any user at the property. In every step of the process, users have access to a Help Window with links to online chat for customer support.

In addition to ordering printed collateral materials the DOT 2.0 portal can be used to order promotional materials such as apparel, drinkware, tradeshow materials, and executive gifts.
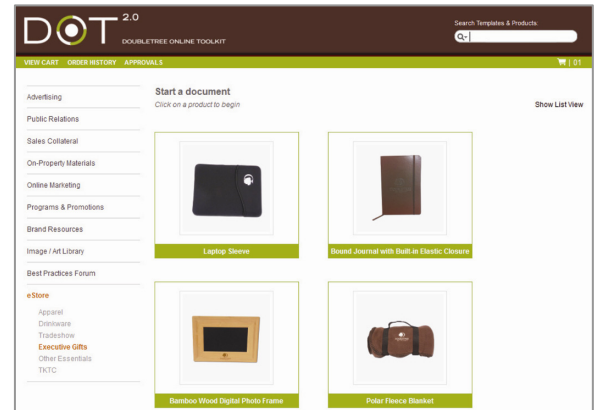
Promotional products

Driving Usage

Information about the DOT 2.0 portal was shared with DoubleTree properties in a number of ways to drive adoption. A presentation about DOT 2.0 was given at the DoubleTree annual meeting of general managers and sales managers. Educational Webinars were recorded so that individual users could view a demonstration of the site at their own convenience. Evanthia Aldrich has also conducted regional on-site trainings.

Reasons for Success

Shortly after DOT 2.0 was launched DoubleTree instituted a corporate rebrand. The DOT 2.0 toolkit seamlessly handled the numerous orders from all the DoubleTree properties that needed to update their collateral and promotional products.

In January 2012 DOT 2.0 will be released to international properties with products in a dozen different languages. The toolkit built for DoubleTree was so well received, that Tray and BlueSky ETO were awarded contracts to build toolkit solutions for five additional Hilton Worldwide brands – Embassy Suites, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hampton Hotels and Hilton Garden Inn.

This solution won the 2012 PODi Best Practices Award in the Marketing Resource Center category.

Best practices for the use of online marketing resource centers include:

- **Manage corporate brand.** With the DOT 2.0 toolkit, DoubleTree is able to maintain a consistent look and feel while ensuring properties have access to professional-looking collateral that is customized for their needs.

- **Use templates for efficient production.** With the selection of pre-approved templates DoubleTree personnel have access to collateral at their convenience, 24/7.

- **Consolidate ordering process.** DOT 2.0 provides DoubleTree properties with a single "go to" source for all their collateral and promotional needs. This simplifies the ordering process and reduces the amount of time users must spend in procuring custom materials.

- **Use on-demand printing for greater flexibility.** With on-demand printing DoubleTree properties no longer have large minimum order quantities. This ability has enabled properties to produce collateral for seasonal promotions or special events.

Customized rack cards

Client	DoubleTree by Hilton™, www.doubletree.hilton.com
	DoubleTree by Hilton is a rapidly-growing international collection of upscale hotels that span a variety of metropolitan areas and vacation destinations across more than 200 cities, 15 countries and five continents.
Service Providers	BlueSky ETO, www.BlueSkyETO.com
	BlueSky ETO develops sophisticated web-based marketing storefront solutions…Engineered to Order. These systems provide marketers, and their channels, with streamlined tools to communicate and enable them to efficiently order, customize and control marketing materials, while maintaining brand integrity - swiftly, cost effectively, and without waste. Branded templates, content management, cost control co-op management, and comprehensive reporting are our primary deliverables. We don't create your brand, we help you deliver it consistently and seamlessly - wherever it needs to be.
	BlueSky ETO is the development and workflow automation arm of MSP, a single-source direct marketing partner offering comprehensive production capabilities from a 150,000 sq. ft facility in Pittsburgh, PA, staffed by over 450 professionals.
	Tray, www.traypml.com
	Tray helps national brands and non-profit organizations promote themselves via printed materials, custom promotional products, direct mail and online promotions. Tray's client list boasts nationally recognized organizations and consumer product companies, as well as national non-profit organizations and universities. Founded in 1970 by Hal Tray, the company was built on Mr. Tray's vision and focus on providing impeccable service and quality products at a competitive price. Today, Tray serves over 500 clients throughout the U.S.
Hardware	Custom on-demand print materials are printed by MSP on an HP Indigo 5500 or 7500 press. Offset, large format, specialty printing and apparel items are produced by Tray.
Software	Pageflex Storefront
	WordPress
Target Audience	Personnel at DoubleTree properties
Distribution	Over 24,000 items have been ordered in first nine months
Date	Launched February 2011, on-going