



## CASE VODAFONE NETHERLANDS

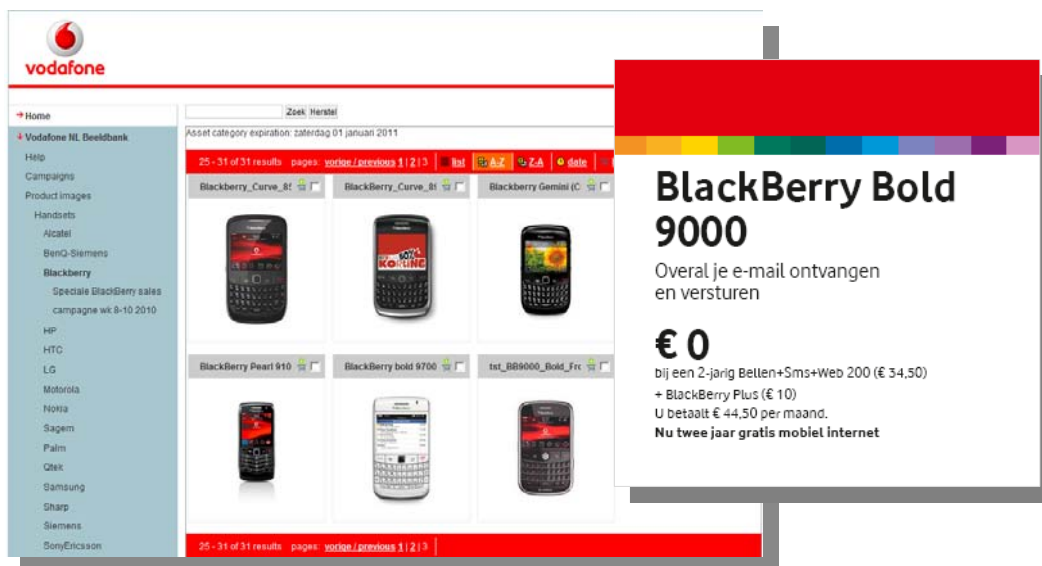
### Vodafone Database Publishing Tool

#### Assignment

Implement an online database publishing tool to facilitate, manage and create Vodafone Pricing Cards and Cubes. This tool is not a goal in itself, but a means to support the marketing and communication processes and workflows of Vodafone Netherlands. A structured and centralised platform with local access, materials, interpretations and productions in line with the Vodafone identity and brand. This strengthens Vodafone's flexibility and increases the overall consistency.

#### Result

Comrads Solutions established an online database publishing tool for Vodafone which automates the Vodafone Pricing Card process. The tool is user-friendly with a standardized workflow and centralized data-management. It streamlines current processes into an integrated system allowing multiple internal and/or external parties to work effectively and efficiently with Vodafone pricing data and materials.



#### Advantages

The Vodafone Database Publishing Tool improved Vodafone's flexibility and shortened its time-to-market. Next, considerable cost-savings were realised by:

- One central and structured database with all product, specs, offers and pricing data;
- One central platform with all pricing card related information and specifications;
- Cost savings through re-use, minimal external activities and just-in-time productions;

Furthermore, the Vodafone Database Publishing Tool improved the brand consistency by:

- Online templates in line with Vodafone house style;
- Control of visual identity through automated rules and guidelines;
- Automated process for creating pricing cards;
- Central and up-to-date database management.

Comrads Solutions is an independent Marketing Application Service Provider and specializes in web-based marketing automation. Interested? Please visit our website [www.comrads.nl](http://www.comrads.nl) or contact us directly: phone: +31 (0)299 393 510 or e-mail: [info@comrads.nl](mailto:info@comrads.nl).