

## Noosh, Inc.

Palo Alto, CA

### Noosh

➤ Collaborative Procurement Software for Printed Marketing Materials



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#### CUSTOMERS AT WORK

A Fortune 500 insurance company and financial services firm, as well as a large specialty publisher, were among the reference customers. Common strategic objectives included:

- Cutting print production budgets with key suppliers and reducing redundant labor after a merger or consolidation
- Improving key marketing processes in the development and production of print, direct mail, customized forms, and other collateral

#### WHY NOOSH?

Print spend can be 1% to 2% of annual revenues for large service organizations. Decentralized content ownership and purchasing complicates the procurement process. Noosh helps manage the print production process through collaboration tools, commerce tools used for bidding, plus analytics and reporting. Collaboration tools facilitate processes between customers, suppliers, producers, and internal or external agencies. Commerce tools provide version control for private bidding negotiations. More flexible reporting tools highlight aspects of project status. The newest release of Noosh has enhanced configuration options for greater flexibility and adaptability to specific business processes.

#### COMPANY INFO

Noosh is a private company with 50 employees.

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[www.noosh.com](http://www.noosh.com)

#### BUSINESS IMPACT

*Near-term value:* With Noosh, corporate purchasing/sourcing has been able to successfully coordinate 50 to 200 people—content owners working in decentralized departments, creative agencies, and print or materials suppliers—working on hundreds of brochures, forms, and customer-visible documents in any given month. All are employing significantly fewer people to deliver as much or more printed material. One Noosh customer was able to manage 900 projects with two-thirds of the original staff. Another has already achieved a 10% overall savings on print spend. A third customer saved \$500,000 by requiring suppliers to bid squarely against one another in a reverse auction.

*Enterprise innovation:* Reference customers are eager to deploy Noosh more widely and say its new architecture makes this feasible for a range of circumstances. Different business units have different rules and compliance issues. Some use outsourced agencies or collaborate extensively with third parties, whereas others do all work in-house. Noosh can now accommodate this diversity. To meet complex and specialized business requirements, user departments can now design and approve their own roles and workflows without being restricted to the default configuration or investing in custom development. If circumstances change and additional roles, fields, or tasks are required, changes can be made on an adhoc basis as needed.

*Technology gains:* Now that Noosh can be more easily customized to meet specific business needs, the stage is set for broader use. IT is now contemplating the next step: integration with corporate ERP and MRO procurement software.

#### SUCCESS FACTORS

*Project strategy:* Saving money on print production is both a process and a culture change for customers, suppliers, and agencies. Success increases with the level of executive support.

*Skills:* Minimal training is required, and should be focused on the new process. Everyone from content owners to creative types to managers can easily learn the tool.

*Resources:* Customers relied on Noosh to help set up the system, especially to establish needed reports. Once up and running, it is handled internally.

*Fit:* Noosh is a good fit for large companies who want to improve marketing effectiveness while cutting costs of printed materials.

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#### ABOUT THE CROSSROADS A-LIST AWARDS

The Crossroads A-List identifies the best newly proven products and services transforming business today. Winners are determined after an analysis of the vendor's strategy followed by confidential, in-depth interviews with early adopters.