

# Stralfors reduce lead times from 3 weeks to 3 days with GMC



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Tomas Sjöström, CIO, Stralfors

As part of Posten Norden Group, Stralfors provides end-to-end solutions within the field of information logistics. Their core business is to enable enterprises to communicate with their customers in a cost effective manner through multiple channels. Stralfors' clients span across several industries including telco, government, utilities, retail, banking and insurance.

## Rapid growth

Expansion has been a core focus for Stralfors. The company has grown rapidly over the past years, with operations across Sweden, Norway, Finland, France, the UK and other countries. Through this growth, Stralfors inherited many different systems to manage customer communications including external vendor solutions and tools built in-house.

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## Multiple systems carried challenges

The use of these different tools was causing many operational and costly issues for Stralfors. “Major concerns were the lack of flexibility to meet new customer requirements and the risk of errors in our applications”, said Sami Niininen, IT Manager at Stralfors. Stralfors also had difficulties in maintaining and making changes to templates and complex new projects were taking up to 3 weeks to turnaround. Working in a fast paced business environment, Stralfors needed an efficient solution that could help them meet the demands of customers today.

## Finding the solution

“We needed a solution that could provide a flexible, easy to use platform, with the scope to deliver a range of innovative communications through both print and digital channels” said Tomas Sjöström, CIO, Stralfors. After conducting the necessary research, Stralfors selected the GMC solution as their enterprise customer communications management (CCM) platform. “Besides the obvious strengths of the solution, we chose GMC because of their ability to support us with industry expertise, as well as their geographical footprint and presence in our key markets”, said Sjöström.



## Story snapshot

### Company

Stralfors provides end-to-end solutions within the field of information logistics. Their core business is to help large companies to communicate with their customers in an effective and efficient way.

### Challenges

When managing customer communications, Stralfors were using a different system in almost every country that they operated in. This caused escalating maintenance costs, errors in production and longer development times with some projects taking up to 3 weeks to complete.

### Resolution

Stralfors standardized on the GMC solution across their different divisions and subsidiaries. Replacing several disparate systems, GMC is used as the central platform to create and deliver in excess of 160 million communications every month ranging from transactional documents, transpromo, direct mail, multichannel communications and more.

### Results

- Ability to develop smart communications
- Single platform for multiple channels
- Reduced lead times from 3 weeks to 3 days
- Thousands saved on maintenance costs
- Risk/error reduction and improved quality levels
- Easy to use solution
- Increased staff productivity

**“With GMC, the compelling ROI made a clear business case and it is safe to say that we are on track to deliver even better results than planned for.”**



## An enterprise-wide platform

The GMC solution is used across Stralfors' different divisions and subsidiaries. GMC is used to create and deliver in excess of 160 million communications every month ranging from transactional documents, transpromo, direct mail and multichannel communications. "We have tried and tested many different solutions, but we were most confident that GMC could fulfil our enterprise customer communication needs", said Sjöström. With GMC, Stralfors have already gained significant cost and time savings as well as dramatically increasing operational efficiency and turnaround time.

## Thousands saved on maintenance costs

Before GMC, Stralfors were experiencing significant costs associated with lengthy development times, maintenance costs and duplication across disparate systems. Through standardizing on GMC, Stralfors have saved thousands on maintenance costs while also cutting lead times for new customers by 50%. "With GMC, the compelling ROI made a clear business case and it is safe to say that we are on track to deliver even better results than planned for", says Sjöström.

**"I was amazed when I realized that using GMC our lead times for projects that would have taken 3 weeks was reduced to just 3 days."**

## From 3 weeks to 3 days

A big challenge for Stralfors was lengthy development times and difficulty in maintaining applications, which heavily impacted the speed of changes in customer projects. Stralfors needed a solution that could rapidly increase efficiency in their internal processes and eliminate duplicated effort across their disparate systems. "I was amazed when I realized that using GMC our lead times for projects that would have taken 3 weeks was reduced to just 3 days", said Sami Niininen, IT Manager, Stralfors. "This not only improves our productivity and reduces costs but also helps us deliver more than our customers expect".

## Focusing on customer value

With GMC, Stralfors were able to refocus development resources on activities that were directly related to adding customer value and improving service portfolio. "Thanks to GMC, we can now focus on adding value for our clients with smart communication solutions, growing our e-channel capabilities and exploring new customer portals", said Niininen.



**"Stralfors are actively reducing the risk of error through standardization on GMC while also improving quality levels."**

### Reducing risk and improving quality

With several different systems to maintain, Stralfors were finding that some customer applications were more error prone. According to Niininen, "Stralfors are actively reducing the risk of error through standardization on GMC while also improving quality levels".

### Ease of use and architectural fit

With the intention to standardize on a single solution, Stralfors needed to be sure that their end users could quickly adopt the new system. "Our staff found the GMC solution easy to use and we saw that the learning curve was comparatively shorter", said Niininen. Stralfors' complex technology environment that consisted of in-house systems, ERP systems and many different printers, required a solution that had a good architectural fit. "GMC's open architecture that talks to literally any system was perfect for our complex operating environment", said Niininen.

## A partnership for continuous success

Stralfors believe that a strong partnership with solution providers consists of trust, flexibility and a high level of expertise. "GMC have been open and willing to listen to our needs, as well as providing prompt support and expertise when needed", said Sjöström. GMC provided immediate training across most of Stralfors' local sites, in their local language as well as helping with complex customer projects. "In the future, we know that we will run into more complex and challenging situations", said Sjöström. "But we know that with GMC, we have a partner that is willing and open to take on those challenges together with Stralfors".

### About GMC

GMC Software Technology delivers the most effective solutions in the field of customer communications management (CCM). With unrivalled experience in the industry, GMC has consistently demonstrated the ability to help businesses increase customer engagement across all touch points. The company's CCM platform, GMC Inspire, enables enterprises to deliver relevant communications, at the right time, through the preferred channel for every customer – driving customer loyalty, acquisition and operational efficiency.

GMC Software Technology serves thousands of clients worldwide across the banking, insurance, retail, business services, telco/utilities and healthcare industry. Having received numerous awards in the field Customer Communications Management, the company is recognized as an industry leader for innovation.