

Case Study

Sales & Marketing



Evan Schuman
CEO and President

Headquarters Whippany, NJ
Employees N/A
Industry Business Services

Mimeo.com helped The Content Firm expand its capabilities when its Fortune-50 client presented it with its most complicated project ever.

Company needed to stretch its capabilities for an unusually complicated project

The Content Firm LLC creates customized content and reports for some of the largest, best-known companies in the world. So it was no surprise when one of its largest clients—a Fortune 50 company—approached them with another challenging project.

Large, complicated projects were nothing new to The Content Firm, whose work ranges from employee research for CapitalOne to multimedia work for SAP and Intuit, to special advertising sections for BusinessWeek and Fortune. This project, however, was particularly daunting.

“They needed us to collect documents in many different file formats from disparate business units all around the globe,” recalls CEO Evan Schuman. “We then had to assemble them into a single large report. These reports would be printed and then shipped to multiple locations. The turnaround time for gathering these inputs and producing these reports was minimal.”

The Content Firm Challenge

- Combine more than 100 separate files into a single document
- Deliver finished product to addresses around the world, simultaneously
- Meet exceptionally tight deadlines

Mimeo Solution

- Multiple files can be combined into a single printed document
- Files from any application can be combined in just a few clicks
- Centralized printing facility near FedEx, UPS, and DHL hubs, ships documents worldwide

Results

- Company can now offer larger and more complex projects to its corporate clients
- Able to meet impossible deadlines and amaze clients

For information on printing solutions from Mimeo, visit our website at www.mimeo.com or call us at **1.800.GoMimeo.**



Case Study

Mimeo handles complex, corporate print jobs exactly the way they should be handled: with a team of printing experts who start with great technology, but go well beyond it with great skill and attention.

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Mimeo.com produced the documents with ease; its customer service made the documents shine

The company had worked with Mimeo.com on several smaller projects in the past, and Schuman thought they could help him shine in this project as well. He wasn't disappointed. "Not only did Mimeo help to make my client very happy," he says, "but Mimeo's people at every level went above and beyond what we ever expected."

"For example, we were having trouble formatting some Excel spreadsheets. No matter how we tried to format these pages, we were forced to cut off some text. And when we shrunk the spreadsheets enough to fit onto the page, the text was too small to read. The Mimeo project manager jumped in with an idea: He said that his team could manually insert the Excel documents directly at the proper insert points of the reports, thereby making the resolution much greater. And the ability to fold the pages inside the report, although labor-intensive for Mimeo, made it the perfect solution for our client."

But, Schuman discovered, the Mimeo.com service didn't stop there. "On the first print run, a member of the Mimeo production team noticed that one page's color could be made sharper. So he stopped the entire run, made some tweaks to the document, called my art director AT HOME, got an approval, and continued the run. Our final document was about 200 pages and Mimeo's people went out of their way to work with us to find a cost-effective binding method that would work with such a thick document. The breadth and quality of Mimeo's service was startling."

More than just a software system

"I previously thought of Mimeo as a Web-based automated printing system. If the document is perfect and finished, I thought that they're merely a low-cost way to get it printed and distributed.

"But I now know that Mimeo handles complex, corporate print jobs exactly the way they should be handled: with a team of printing experts who start with great technology, but go well beyond it with great skill and attention. I never felt that my project was in the hands of software. Mimeo has proved again and again that they care about my documents and make sure they turn out as close to perfect as possible.

"Now that I have realized all that Mimeo can do, I'm seeing a world of other projects that I can gleefully send to them."

Learn more about The Content Firm at www.thecontentfirm.com.