

COMMUNICATIONS SOLUTIONS FOR THE REAL WORLD

# Innovations

Issue four, Summer 2010-2011



## WORKFLOW SOLUTIONS

REAL-TIME DATA MANAGEMENT

**BUSINESS MEETINGS**  
FACE TIME V. VIRTUAL TIME

**TARGETED MARKETING**  
SMEs STEP UP

  
salmat



**WELCOME...**

Welcome to this summer edition of Salmat's *Innovations*.

Salmat strives to create one-to-one communication solutions for its clients and our case studies in this issue are examples of what we can achieve.

Our first case study looks out how a Salmat customised workflow solution can help a company manage its growth and efficiency. Mondial Assistance's travel insurance department once received between 400 and 450 mail items a day – all filtered into a cumbersome paper-based system.

Salmat's solution, incorporating e5, an innovative and flexible real-time control and data acquisition application, now allows Mondial Assistance to access best-of-breed scanning, imaging and data capture software, without needing the internal expertise themselves, and without having to face a large capital expenditure. A win-win situation.

In our second case study, we look at how Salmat has introduced marketing solutions that provide new opportunities for small and medium-sized businesses throughout Australia.

Our Local Direct Network (LDN), a group of 15 businesses located in metropolitan, regional and country areas, will help SMEs engage in sophisticated cost effective targeted marketing campaigns. The second phase of the project delivers a self-service online portal that enables SMEs to take advantage of Salmat's extensive suite of direct marketing solutions – a suite once only available to larger businesses.

Our in-depth feature article looks at the costly and time-consuming world of business travel and the implications for cost savings and efficiencies. Interestingly, while today's technology can deliver advanced virtual meeting technology, there are many situations where face-to-face business contact is essential. It is simply a matter of getting the mix right.

I hope you enjoy this issue of *Innovations*.

**Grant Harrod,**  
Chief Executive Officer

## Specialisation builds trust on the web



If you name it, they will use it, according to a team of international researchers who investigated how people perceive the trustworthiness of online technology.

In an experiment, participants said they trusted websites, recommendation-providing software and even computers labelled to perform specific functions more than the same internet tools with general designations, according to S. Shyam Sundar, Distinguished Professor of Communications, at Penn State.

"In general, the attribution of specialisation can increase the credibility of a product or any kind of object," Sundar says. "It's really how the human psyche works."

Source:  
<http://www.sciencedaily.com/releases/2010/11/101106082611.htm>

## Sportsgirl rides 3D wave

Retailer Sportsgirl has surged further into online technology with the launch of a 3D augmented reality function on its website.

The young women's chain has created a Virtual Style Studio, in which customers with a webcam on their computer can activate lookbook images in a 3D format.

To operate the function, customers need to obtain a free, printed issue of the latest Sportsgirl magazine from a Sportsgirl store. On the back of the magazine is a 'marker' that needs to be held in view of a webcam.

The summer 2010 collection images will then 'come to life' in 3D.

Sportsgirl recently launched an online mobile phone shopping application as part of its technology overhaul.

Source:  
<http://www.ragtrader.com.au/news/sportsgirl-jumps-on-3d-wave>



## Salmat invests in Océ

Salmat has ordered two Océ JetStream 2200 MICR continuous print system presses, the first of the revolutionary presses to be bought in Australia.

Salmat has invested in Océ JetStream ink jet technology to fast-track its customers' TransPromo campaigns. The purchase of the systems will establish it as a market leader in digital colour in Australia.

The new Océ technology will support Salmat's TransPromo service, which enables the company to deliver digital, full-colour printing with variable data. Information printed on statements is analysed and re-purposed so that marketing campaigns and offers can be made more relevant to each individual based on their transactions and behaviour.

Nick Debenham, CEO of Salmat's Business Process Outsourcing division says, "This will provide Salmat with a technology edge which will enable us to produce

statements without base stationery and add personalisation to every document.

"The new technology will enable us to create new business opportunities and grow revenue from our current customer base by transitioning clients to colour at market competitive pricing."

Sebastian Landesberger, Executive Vice President Océ Production Printing, says: "The sale of the two Océ JetStream 2200 models reflects Salmat's confidence in the future of TransPromo printing."

The Océ JetStream 2200 MICR is a digital printing system capable of producing full-colour at high speed. The system produces CMYK full-process colour output at a speed of 150 metres per minute, which results in maximum productivity and low total cost of ownership.

Salmat will deploy one Océ printing system in Victoria and the other in New South Wales.

## Apple TV update



Apple's first real update to its 'iPod for TV' since it was first announced four years ago is here. The device was announced several months ago and, like most Apple products, has been hotly awaited. It was hoped that Apple had taken the Apple TV out of the 'hobby' box.

The new design is about a fifth the size of the original Apple TV, and its connectivity has been stripped to just five ports. Unlike the old model, the new Apple TV doesn't have onboard storage, instead it streams all content either directly from the internet or other devices on your home network, according to Cnet Australia.

## M-COMMERCE ON THE RISE

Nearly half of mobile phone owners have made a purchase via the mobile web or a mobile app, according to a new survey by Lightspeed Research.

What's more, 48 per cent of those who have made purchases prefer to use their credit cards for payment. While the majority of purchases were of digital products such as apps and music, the data show that consumers are getting comfortable transacting via their phones and are sharing sensitive payment information to complete purchases.

Regarding payment, in addition to the 48 per cent who prefer credit cards when shopping on their mobile phones,



32 per cent prefer using PayPal or a similar alternative payment mechanism, 17 per cent prefer having a purchase charged directly to their phone bill, and 3 per cent prefer redeeming a coupon or promotional code.

Source: <http://www.internetretailer.com/2010/10/14/nearly-half-mobile-owners-have-made-purchase-phone>

## Measuring emotions on the web

While most people have intuitive reactions to websites, a group of Canadian scientists is developing software that can actually measure those emotions and more.

Aude Dufresne, a professor at the University of Montreal Department of Communications, is leading a team of researchers that is designing new software to evaluate the biological responses of internet users.

Simply put, the new software measures everything in web users from body heat, to eye movements and facial expressions,

and analyses how these factors relate to online activities. Such studies will provide companies with facts on how they can improve online experiences.

"With e-commerce, it has become crucial for companies to consider the emotions of web users," says Professor Dufresne. "Our software is the first designed to measure emotions at conscious and preconscious levels, which will give companies a better sense of the likes and dislikes of web users."

Source: [www.sciencedaily.com/releases/2010/06/100609102028.htm](http://www.sciencedaily.com/releases/2010/06/100609102028.htm)

## New Salmat sites

Salmat has recently opened two new state-of-the-art facilities in South Australia and Victoria. These new merged sites are part of a move to provide greater efficiency to Salmat's clients, and to the business itself.

The site addresses are as follows:

### Adelaide (Torrensville)

Address: 1/123 Hayward Avenue, Torrensville SA 5031

Telephone: (08) 8408 1400

Facsimile: (08) 8351 8653

### Melbourne (Ravenhall)

Address: 213 - 215 Robinsons Road, Ravenhall VIC 3023

Telephone: (03) 9217 5500

Facsimile: (08) 9265 3502

This continues Salmat's program of improving business efficiency, with merged sites now in all States except New South Wales. One of Salmat's Victorian sites at Derrimut and South Australian sites at Edwardstown and Mile End have now closed.



# IMPROVING WORKFLOW AT MONDIAL ASSISTANCE

An expected growth in business encouraged insurance company, Mondial Assistance, to look for a way of streamlining its incoming travel insurance claims.

Each day Mondial Assistance's travel insurance department receives between 400 and 450 mail items made up of documents such as claim application forms and supporting receipts, medical information and invoices as well as tangible items such as mobile phones, cameras and damaged luggage. Until late 2009, these documents were filtered into a cumbersome paper-based system.

"Once we received a claim form with its attached documents, the claim was then given a case number. Significant resources were deployed to make up that file and enter it into our system. Each file had to be physically moved through departments," explains Jody Botting, Operations Manager for Travel Insurance at Mondial Assistance.

"That system obviously brought process, procedure and visibility issues. It was time consuming to track what stage a claim was at and where relevant pieces of paper were and there was a chance that we could lose track of files. Transfer of files between departments was hard to monitor and because of the lack of visibility, it was difficult to manage workloads for staff."

Mondial Assistance expects substantial growth in their business during the next three to five years and this prompted the company to look at streamlining the handling of travel insurance claims.

In September 2009, Mondial Assistance approached Salmat with the intention of developing and providing a customised workflow solution to help manage their growth. Salmat's solution was a system incorporating e5, developed by Dataract. Dataract develops innovative and flexible real-time control and data acquisition applications and works regularly with Salmat.

During a smooth four-and-a-half month implementation, Mondial Assistance's paper-based system moved to the more efficient electronic e5 workflow system.

A daily locked mailbag is delivered from Mondial Assistance to Salmat. Mail flutes are assigned unique barcodes when mail arrives, allowing all documents to be accurately tracked during the process. The received documents are physically sorted using Salmat's specialised scanning equipment, which allows documents to be opened, batched and scanned in one pass. As mail is scanned, a sequential batch number and time stamp is captured with each document, ensuring each document can be accounted for, monitored for

## SALMAT PERSPECTIVE

Tim Bailey, Senior Manager, Business Development – Salmat Business Process Outsourcing, says the solution provided to Mondial Assistance is another example of Salmat working effectively with Dataract to provide the best possible outcome for their client. Salmat has worked with Dataract for approximately five years.

"By using this solution, Mondial Assistance gets access to best-of-breed scanning, imaging and data capture software, without having to have internal expertise themselves, and without having large capital expenditure on purchasing hardware and equipment," says Bailey.

"They also don't have to maintain expertise internally to run these specialised solutions, with the added benefit that all of the hardware Salmat

uses is continually upgraded."

From a relationship management perspective, Salmat works on two levels with Mondial Assistance to ensure the system works smoothly and meets their expectations and the agreed service levels.

"We have an account manager who meets with Mondial Assistance monthly to look at performance against SLAs, to ensure they are being met and to discuss new efficiencies in the process and to discuss new technologies Salmat have to improve their back office," says Bailey.

"Supporting the Account Manager we have client service officers responsible for the day-to-day operations. We believe this solution has brought significant cost savings and efficiencies to their business."



Tim Bailey, Senior Manager, Business Development, Salmat Business Process Outsourcing with Mondial Assistance Operations Manager for Travel Insurance, Jody Botting and Process Analyst Graeme Stemmet.

compliance to agreed SLAs as well as being used for batch filing of the original paper document.

Even the envelope containing original documentation passes through an ultrasonic detector to ensure no document is overlooked. The scanning process is able to automatically recognise cheques by reading the MICR encoding line allowing automated out-sorting for different handling.

Once a flute of mail has been scanned, it is reconciled to ensure no documents have been missed. All scanned content is then securely stored for Mondial Assistance.

Once scanned, images go through an enhancement process and are then processed and categorised before passing to the e5 workflow application, ready for use by Mondial Assistance.

“We needed accuracy and a reconciliation of the volume of mail being sent to Salmat and coming back to us via e5,” says Botting.

“We also have very strict timeframes

around responding to customers once we receive mail. So we need to accurately record the date we received that mail and be able to turn claims around quickly.”

Botting says the new system has brought a range of benefits and efficiencies.

“It’s easier to track documents and the workflow. We know how many work items a claims consultant actions on a daily basis and we now transfer between departments cleanly and swiftly,” she says.

“We can quickly identify where a claim is at in the claims process and so if a customer calls us with an inquiry about their claim, we can respond much more quickly. It’s far more efficient than we could ever achieve with a paper-based system.”

Botting describes the working relationship with Salmat as “a team effort”.

“Salmat knows our business very well. We can pick up the phone when we have questions and quickly get clear answers and actions,” she says.

Graeme Stemmet, Process Analyst with

## KEY POINTS

- ☞ The introduction of the e5 workflow solution has enabled Mondial Assistance to transition from a paper-based travel claims system to an electronic system.
- ☞ The benefits of the new system for Mondial Assistance include greater visibility of the claims process, better management of claim documents, quicker appraisal of the progress of a claim, smoother transfer of claims between departments, greater and swifter tracking of mail and greater ability to manage employee workloads.
- ☞ The Salmat solution involves receipt, scanning, sorting, categorising and image enhancement of travel insurance claim documentation before passing this documentation through to the e5 system. On average, around 400 to 450 documents a day are processed this way.
- ☞ The Salmat interface ensures that Mondial Assistance benefits from the sophisticated scanning technology without the need for technical skills or direct involvement.

Travel Insurance at Mondial Assistance, agrees the solution has brought a multitude of efficiencies.

“A big plus with time and visibility is that everyone can access the same information wherever they are in the business – and that reflects on our customer service when consultants answer the phone,” he says.

“I think this solution creates a more streamlined, cohesive and professional result.” ☞

**For more information contact Tim Bailey, Senior Manager – Business Development, Salmat Business Process Outsourcing at 0417 795 962 or [tim.bailey@salmat.com.au](mailto:tim.bailey@salmat.com.au). Or visit [www.salmat.com.au](http://www.salmat.com.au).**



# WHY IS EVERYBODY STILL FLYING FOR BUSINESS?

For years we have been told that technology would reduce the need for expensive and time-consuming business travel. But the demise of business travel seems exaggerated.

**A**fter the Global Financial Crisis 'heart attack' that saw Australian business travellers deserting the skies, business travel is taking off once more. So, why are people still flying, and where does technology come in to the equation?

A *Harvard Business Review* report, *Managing across distance in today's economic climate*, supports the assertion that while business travellers deserted airport lounges and terminals for most of 2009, those places are now bustling again.

However, while the report found business leaders were enthusiastic once more about packing a suitcase and laptop and boarding a plane, it also found warm support for the conveniences and cost benefits offered by

virtual meeting technologies.

Around 60 per cent of business leaders reported 'very frequent use' of teleconference calls and executives expected their use of teleconference and audio conference to increase by about 51 per cent in the near future.

Use of email, Skype, teleconference calls and video conferences are undoubtedly bringing efficiencies and cost savings to businesses on a local, national and international scale.

"As the economic picture darkened during the recent downturn, companies worldwide tightened travel budgets, with many executives turning to the telephone, the web and video conferencing to conduct business," says the report.



While business travel may be on the rise again, Associate Professor Greg Whymark, Head of the School of Information and Communication Technology at Central Queensland University, expects these technologies to be an increasing part of how people do business now and in the future. He uses operations at CQU as an example.

“CQU has five campuses in central Queensland separated by 800km north to south. We used to have lecturers going round to take classes at those campuses but we no longer do that,” says Whymark.

### TECHNOLOGY VERSUS A ‘WARM PERSON’

“We use video conferencing technology instead – called Interactive Student Learning – to run a class with students all over the place. But, if we are running first-year classes then in those instances we get a warm person in front of the class because that’s what that particular group of clients needs to foster their learning. It is easy to manage something at a distance but it is very difficult to coach or lead at a distance.”

Whymark believes while face-to-face in person contact is important for business at certain stages ‘we do far more with our time than we could have before with technology’.

“We still have to take the opportunity to get the business or working relationship going, but once you have established that relationship then you can continue it with things like email or Skype or teleconferencing,” he says.

“Staff in charge of a course at CQU may have 15 teaching staff around the country working with them and technology allows us to keep that operational relationship going without having to meet. We’ve got sophisticated roles and responsibilities and documents and policies in place and everyone knows what they have to do.

“When staff members need to meet to discuss that course then they use video conferencing in the form of an access grid that allows them to look at multiple screens at the same time so they feel more that they are in a meeting with different people.

“But we have a meeting of managers from all the campuses and disciplines once a year and for that everyone flies to Sydney and meets face-to-face to sort out issues that are more complex.

“I think it’s the complexity of the interpersonal relationship that needs to be used as a guide when businesses are deciding whether to travel or whether to use technology to connect,” says Whymark.

And one Australian consultant interviewed by the *Harvard Business Review* reported using teleconferences to check in on the progress of projects with different teams within his business.

“But I find it falls down otherwise,” he said.

“Video conferencing has too much of the staged quality to it, and even an excellent video conference has a staged quality that is not conducive to real collaboration. Things do not get worked out unless you are elbow to elbow.”

### IMMEDIACY BENEFIT

Meredith Fuller, a Melbourne-based psychologist and member of the Australian Psychological Society, agrees the complexity of a business relationship and the complexity of the issue or issues to be discussed by parties are key factors in deciding whether to travel to meet in person or to meet ‘virtually’.

“One advantage of technology is its immediacy – but that can also be a drawback,” says Fuller.

“We have a suite of technology that saves us from traveling and can connect us more rapidly, but that may mean people don’t have the reflective time they need to mull ▶



If the issue is about policy, procedure or data – go technology. If it’s about any issue where there may be emotions, belief systems or values challenged – go face-to-face.”

- Meredith Fuller.

over a situation. Some people like to fly because it gives them time to think and sometimes we can be so connected with technology that we are disconnected from ourselves.

“Another pro of technology is the obvious financial benefit. You can get a group of people together more cost efficiently but, on the other side of the equation, some of those people may not like technology and they may not have access to the same kind of facilities as other people in the group.”

Fuller says businesses and organisations also need to ensure when they are making a decision about face-to-face versus virtual meetings it’s important to reflect on how the other person will view the choice you make.

“Sometimes we focus on what is most efficient and effective for us and we don’t think about what is most efficient and effective for the other person,” she says.

“How is your colleague or client going to interpret your decision to meet with them via a teleconference or video conference? They may be embedded in technology and be comfortable with it. Other people may feel slighted or relegated to a number or a push of a button if you use technology to meet them instead of traveling.”

Fuller draws on the fictitious example of the 2009 US movie, *Up in the Air*, to illustrate her point. In the film, actor George Clooney plays a corporate downsizing executive who spends 320 days a year flying around the country to fire people – until a younger rival joins the business and decides it is more cost and time efficient to rely on video conferencing technology to ‘meet’ with staff



and fire them instead. Disaster is bound to follow... “You have to look at things according to the situation each time you decide whether to use technology or face-to-face,” says Fuller.

“Sometimes successful business is about those couple of minutes when you are chatting with a client as you walk to the door, or they are about the chats and the jokes that happen with a colleague.

“If the issue is about policy, procedure or data – go technology. If it’s about any issue where there may be emotions, belief systems or values challenged – go face-to-face.”

### BUSY TIMES AHEAD

In its latest analysis of travel trends for 2011, the American Express Business Travel annual report forecast predicts busy times ahead for hoteliers, travel agents and airlines.

American Express expects airfares and

hotel room rates to rise by up to 10 per cent in the Asia-Pacific region as organisations increasingly lift the travel restrictions imposed during the recent economic downturn.

The report says expected dramatic economic growth in Asia-Pacific will see more people deciding that it’s time to jump on a plane once more to build new business relationships, to bolster and cement existing relationships, and to investigate, thrash out and finalise new deals and business opportunities.

“During the GFC there was an eight or nine month heart attack in terms of business travel and that was lead by the Federal Government,” says Jayson Westbury, Chief Executive of the Australian Federation of Travel Agents (AFTA).

“The Federal Government spends about half a billion dollars a year on travel – it’s a big account. But during the GFC in 2009 there was a perception by companies and by



government that it wasn't right to be seen to travel – so they didn't. Plus there were obvious fears around the costs of travel.

“But since April or May 2010 we've seen an up-kick and business travel is currently going from strength to strength. Companies and organisations are feeling the need once more to get back in the sky to peddle their wares and do their deals.”

### HIGH IMPACT

The *Harvard Business Review* survey of 2,300 business people also found that 79 per cent of respondents felt in-person meetings are the most effective way to meet new clients and there was a need to meet in person with key customers, partners and employees for selling new business as well as building long-term relationships.

A further 89 per cent of the interviewees agreed face-to-face meetings are essential for 'sealing the deal'.

Almost all the businesses interviewed felt face-to-face contact was a key element in building and maintaining long-term business and working relationships – executives referring to this process as the 'high impact' of in-person communication. “We have to make that investment to be on the ground with partners and new clients in tough times if we are to go forward,” a US executive working with a major retail company told the *Harvard Business Review*.

“Emails and phones cannot deliver the level of confidence and understanding that in-person meetings bring to the table... Face-to-face communication contact is the broadest bandwidth communication you can have in professional life.”

A survey in mid 2010 by Toga Hospitality, owners of Medina apartment hotels, Vibe hotels and Travelodge hotels, found Australian business travellers had five overnight trips in the past year and 82 per cent had been away on business in the past six months.

But while business travel enjoys a resurgence after shaky financial times, companies and organisations within Australia and on an international scale are also increasingly relying on technological advances for day-to-day business.

Jayson Westbury of AFTA believes a sensible solution is to use a blend of technology and face-to-face meetings to enjoy business success. He recommends talking to a corporate travel advisor who can create a 'bundled' arrangement that allows corporate travel and some virtual meetings.

“There needs to be a balance and it's about coming up with an offer that encapsulates both aspects,” says Westbury.

“There is room for technology and for travel – but anyone who forsakes one for the other will fail.”

## KEY POINTS

- Technology brings greater immediacy to business relationships – but adequate time to reflect on business decisions and issues is also important.
- Issues involving policy, procedure or data may be more suited to virtual meetings. Discussions that involve challenging emotions, belief systems or values may be more suited to face-to-face contact.
- After an eight or nine month drop during the GFC, the number of business travellers is on the rise.
- During the GFC, businesses in Europe continued to travel to meet clients and colleagues, the close proximity of countries being a useful advantage.
- Face-to-face meetings were seen as particularly important in the areas of sales, business development, developing client relationships and inspiring, motivating and leading staff in other locations, according to the *Harvard Business Review* report.
- In Asia, face-to-face contact and trust are cornerstones of doing business – hard to expedite through a computer screen, says Jayson Westbury of AFTA.



# NEW MARKETING OPTIONS FOR SMES

Salmat is turning its attention to the SME market, with the introduction of marketing solutions that provide new opportunities for small and medium-sized businesses in Australia.

There are around two million SMEs in Australia, employing around 42 per cent of the nation's workers, according to the Australian Bureau of Statistics. Supporting the growth of those businesses is the latest focus for Salmat, with the company developing a range of initiatives to better service the marketing needs of SMEs.

Under Salmat's Targeted Media Solutions umbrella, Salmat has created Local Direct Network (LDN), a group of 15 businesses located in metropolitan, regional and country areas to help SMEs engage in targeted marketing campaigns. Each of the LDN outlets is staffed by local experts

who use Salmat's targeted media solutions to provide letterbox campaign planning, design, print and distribution services.

Typically, Salmat's marketing solutions were only available to larger businesses, but the creation of the LDN enables Salmat to quickly develop and roll out affordable targeted marketing campaigns for a broad spectrum of SMEs.

"Local Direct Network was created so we could collate all the wonderful marketing tools and systems we have and take them to the SME market," explains Dave Besson, Chief Executive Officer of Targeted Media Solutions at Salmat.

"The LDN shopfronts have been around

## MARKETING THE MARKETING PORTAL

The self-service portal was launched on 30 November at an event at Sydney's Opera House. Media, representatives from industry bodies and business analysts were invited to learn more about how Salmat will provide SMEs with marketing tools to grow their business and to walk through the very concept and functionality of the portal itself.

"The launch is being followed by a marketing campaign that aims not only to raise awareness amongst SMEs of the portal's existence and capabilities but, most importantly, to help them understand the real power of marketing," says Thomas Mahon, Marketing Manager, Targeted Media Solutions.

"The first step in demonstrating the power of this portal to small business is demonstrating the power of marketing their business in the first instance," he says.

"A lot of businesses – small, medium and even large – are often guilty of not recognising the opportunities that lie within a well thought-through marketing strategy. For many small businesses some of the brand marketing fundamentals are ingrained, however there comes a point in any business when marketing becomes integral in attracting new business and driving organic growth.

"We're excited to demonstrate the power and effectiveness of the marketing solutions Salmat can provide, and encourage SMEs to

gain access to these solutions through the portal."

Mahon says early feedback from SMEs suggests they believe the portal will "empower" them and put them on a more even playing field, from a marketing perspective, with their larger competitors. The 24/7 availability of the portal, its ease of use and the real affordability of these local marketing campaigns are all seen as huge benefits by SMEs, according to Mahon.

"The essence of the portal is that it gives small businesses a big voice," he says.

"That is the enormous power of the portal."



Thomas Mahon, Marketing Manager, Targeted Media Solutions and Josh Faulks, Head of Corporate Affairs, make a point at the launch of Salmat's Local Direct Network (LDN).

in some format for the past five or six years but in 2009 we undertook a strategic review of the organisation and part of that was determining how we could better service the SME market.

"So we took the backbone of those shopfronts and reshaped them into a single brand – Local Direct Network – and we took on staff and invested in developing our technologies to create something quite innovative from an SME perspective.

"Essentially, we have taken our technology, products and services from the mothership into the suburbs and delivered a white box so that SMEs can have access to those products and services as they need them."

Solutions available to SMEs through the Local Direct Network outlets will include letterbox distribution, SMS and email marketing, and access to Lasoo, a business-to-consumer online catalogue solution.

With LDN now operating smoothly, Salmat has rolled out the second phase of the project – a self-service online portal that enables SMEs to take advantage of Salmat's extensive suite of direct marketing solutions.

In their own time and at the office or at home, SMEs will be able to develop and execute targeted marketing campaigns that include organising creative material, arranging printing and targeted distribution of that material in their local area, and displaying their products online through Lasoo.com.

John Stevenson, General Manager IT, Targeted Media Solutions, says, "The portal contains some general marketing information for SMEs and then they can move on to the self-service component and select from the different marketing products. It will grow to become a one-stop shop for their marketing campaign activity,"

"SMEs are usually time poor and may struggle to manage things like arranging the design, printing and distribution of a catalogue – they usually have to deal with three or four different organisations to do that. This portal reduces that complexity. They can arrange their marketing needs simply and quickly, in their own time, and in one go," says Stevenson.

Once the creative is completed, SMEs decide how many catalogues they want to print and then move into a distribution module that helps them select an appropriate letterbox distribution area. Using the portal, SMEs could create, print and distribute 5,000 flyers for under \$1,000.

"Importantly, the system is simple and effective," says Besson. ☞

**For further information or to discuss what the Local Direct Network can do for your business, contact Joel Stevenson, National Sales Manager Local Direct Network at (03) 9265 3162 or [joel.stevenson@ldn.net.au](mailto:joel.stevenson@ldn.net.au).**

## KEY POINTS

- ☞ Salmat sees the small-to-medium enterprise (SME) market as an increasingly important part of its business in the future.
- ☞ There are around two million SMEs trading in Australia.
- ☞ The creation of the Local Direct Network across Australia is the first step in Salmat's increased focus on supporting and working with SMEs.
- ☞ The LDN is a national network of 15 regional and metropolitan outlets that help SMEs engage in targeted marketing in their local catchment area.
- ☞ The development of a 24/7 self-service online portal will enable SMEs to access a suite of Salmat's direct marketing tools including creative, print, distribution, online marketing and email campaigns.
- ☞ The portal enables SMEs to organise marketing campaigns that may previously have been too complex or expensive to organise.



**DAVID BLAKERS**  
**EXECUTIVE GENERAL MANAGER**  
**SALMAT INTERACTIVE**

“In light of the evolving media landscape and technology adoption rates, consumers now dictate what, when, and how they consume content. As consumer preferences change, our clients are looking to establish multi-channel customer communication strategies to effectively reach them. Salmat is one of the few Australian companies that can help successfully deliver these strategies.”

## BRANCHES

### AUSTRALIA

AUSTRALIAN CAPITAL TERRITORY  
NEW SOUTH WALES  
NORTHERN TERRITORY  
QUEENSLAND  
SOUTH AUSTRALIA  
TASMANIA  
VICTORIA  
WESTERN AUSTRALIA

### INTERNATIONAL

HONG KONG  
PHILIPPINES  
TAIWAN  
MALAYSIA  
UK  
USA  
NEW ZEALAND

This material is printed on Novatech Satin from UPM's Nordland paper mill, which is an EMAS accredited mill. The pulp for this paper is sourced from

well managed environmentally sustainable plantation forests. EMAS is the European Union's regulated environmental management scheme.

