

# OL<sup>®</sup> Connect

## SERVICE BUREAU JANSEN (SBJ) COMBINES IT'S CORE DISCIPLINES WITH THE RIGHT MARKETING SERVICES WITHIN 24 HOURS

Service Bureau Jansen (SBJ)

### ABOUT SBJ



[www.servicebureau.nl](http://www.servicebureau.nl)

SBJ has traditionally been known as a mail and fulfilment specialist. SBJ started in Eindhoven in 1953 with the support of Philips. Meanwhile, the number of customers has expanded to include, among others, Whirlpool, Unilever, Kinderpostzegels, BMW, Rabobank, Valeo Services and Staples.

From growing freelancers to a multinational. SBJ helps entrepreneurs and organizations to achieve their goals. The third-generation family business is now a full-service marketing and (after) sales agency. With 60 years of experience, SBJ knows the market like nobody else and is also able to think one step ahead.

SBJ stands out through its innovation and specializes in marketing services such as loyalty programs, *cashback* promotions and *reverse logistics*. A lot of data have to be processed quickly in these processes. In addition, data have to be exchanged with third parties such as logistics service providers and client systems. Manually, this can no longer be processed in a prompt and competitive manner.

This means that the automation of these complex processes is the only option. The large number of clients, each with their own procedures adapted to their internal processes, provide for a lot of variations and complexity. A flexible system for data input, collection and communication is therefore a requirement.



### THE SOLUTION

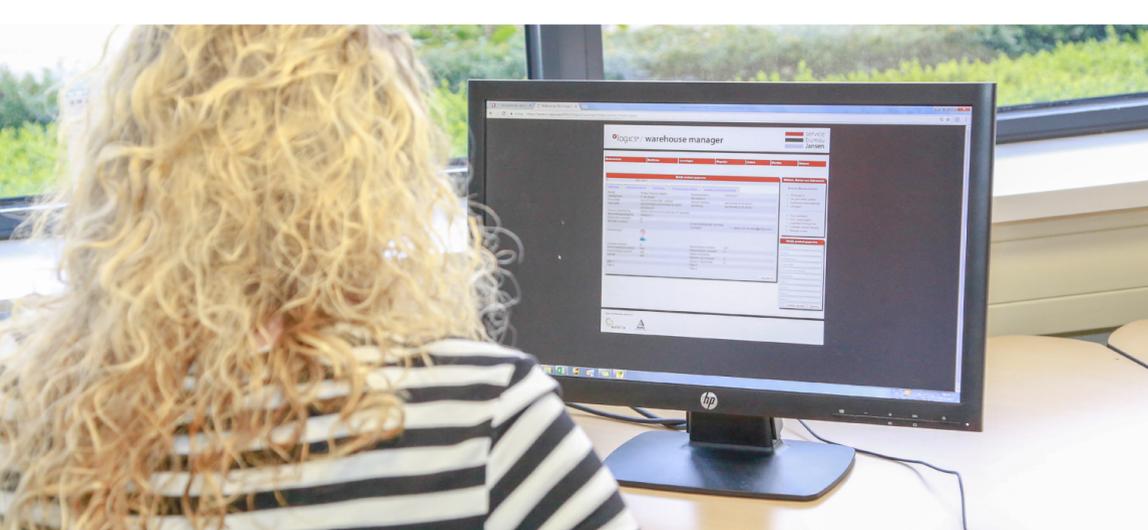
SBJ has developed its own Warehouse Management System (WMS) and Response Management System (RMS) so as to provide clients with real-time insight into inventory and campaign developments. SBJ has opted for the open OL Connect technology in order to be ready for the digital future. With OL Connect, SBJ now has a flexible platform to receive itself all kinds of data from various clients and their WMS and RMS systems and define the workflow processes. Including personalized document layout and multi-channel communication to both the consumer and clients.

### IMPLEMENTATION

SBJ has its own IT team with technical specialists who, after training at Objectif Lune (OL), have built a platform together with the OL architect to enable them to meet the future (digital) wishes of its clients. OL Connect in a DTAP (development, test, acceptance & production) environment is a secure basis for all workflow and communication processes that all systems are connected to. The web-to-print solution for commercial printing and the flexible print manager are also built on the basis of the OL Connect platform. SBJ uses the modern web technology in OL Connect, so the customer doesn't notice the external process. This means that the customer has the same experience as on the client's own website.

### ADVANTAGES

- Customer satisfaction improved for clients as an extension of their own customer communication.
- Maximum availability and integrity with OTAP environment and procedures.
- Cross-selling and up-selling with big data from various campaigns.
- Also AFP data processing as well as import and export.
- No changes needed in the working methods or adaptations in clients' systems.
- CaptureOnTheGo also provides for modern tablet and smartphone solutions within the same OL Connect platform for its clients to receive digital data directly.



"With OL Connect, recall actions can be arranged within one day, as part of the marketing services for our clients, which ensures optimum customer experience."

*Bart Jansen, Managing Director of SBJ*