

## Staples Sharpens Promotions Management Reflexes

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For Massachusetts-based office supply retailer Staples, IT is more than just a means of performing traditional processes faster. The company views systems as agents of empowerment, and expects technology to create a measurable business impact.

As a result, Staples has taken a holistic approach to promotions management by integrating the Reflexis Task Manager solution with existing enterprise systems. This will provide an intelligent, cross-architectural application that maintains organizational structure and hierarchy.

Thus, when the retailer launches a corporate promotional program, store managers can view activities and update information on site, as well as fill out Web-based feedback forms to notify headquarters when projects are completed or overdue. In addition, corporate staff and field managers can remotely view the status of activities at any time and review performance across geographic regions or types of stores.

The cost savings of this rollout are expected to reach millions of dollars per year. In addition, Staples can now obtain greater control of promotions management while streamlining the process into its organizational framework.

Keeping its goals of empowerment and business impact in mind, Staples has devised a strategy that makes promotions management processes accessible, trackable, adjustable, and affordable. By establishing concrete systems objectives such as these, retailers can greatly increase both return on investment (ROI) and return on opportunity (ROO) of technology projects. Only in this way can IT deliver to retailers its ultimate potential as an enabler of business transformation.

**Source:** <http://www.retailsystems.com/SiteSearchDetail.cfm?ArticleId=2500>