



# PowerStation

## Marketing Communications Platform



### The Key Features

- Sophisticated access rights and capabilities
- Intelligent organization and categorization of unstructured information
- Efficient author/publisher process
- Automatic email notification when documents have been modified or added
- Comprehensive full-text search functionality
- Business statistics showing how marketing information is being used
- Easy online literature ordering
- Modular design

“ShareDox’s increased business modelling flexibility and added functionality reinforced our decision to select Intergral as the vendor most capable of meeting all of our business partner document management needs. Also principal in our decision was the exemplary customer service provided by Intergral. **Intergral not only meets commitments but works proactively to ensure our success**”

Ralph Pisaturo, e-Business Program Manager, Philips Medical Systems

### Philips Medical Systems

Revolutionizing how sales and marketing assets are managed and distributed to direct sales, dealers, and distributors using ShareDox from Intergral

### The Project

Philips Medical Systems realized that their channel communication efforts for their direct sales force, dealers and distributors were inefficient. They looked for a solution that would successfully connect their internal and external communications, allowing them to offer targeted, tailored and current information across their complete information value chain.

Since the relevant product information for the external partners is generated internally, Philips decided to extend the planned Extranet for dealers and distributors, by adding an Intranet, that would improve their internal communication.

### The Challenges

- Support heterogeneous user groups with varied capabilities and access rights
- Provide world wide presence
- Support internal users, partners and end customers
- Offer multi-language support (incl. Japanese)
- Structure information in various business views
- Easy to use for non-technical users

- Comprehensive levels of security
- High-performance search features (incl. full-text and metadata search)
- Minimal support and training efforts

### The Solution

Working in close co-operation with Philips Medical Systems, Intergral’s ShareDox was selected to provide a solution for managing and delivering their global sales and marketing information.

Today it offers over 15,000 world-wide internal and external users, fast and secure access to relevant marketing assets and information.

### The Benefits

- Fast access to up-to-date, relevant information
- Saves time and money when looking for information
- Increased productivity by making information readily available and removing information bottlenecks
- Improved partner relationships
- Secure platform for tailored communication