Case Study: T4M

Today's marketing managers are increasingly being asked to improve the efficiency of their activities. They are facing a dual challenge of reducing the costs of marketing activities, while improving the impact of their programs. In short, they need to do more with less.

To help marketing organizations achieve maximum efficiency, T4M introduced BrandMaster™, a user-friendly web-based tool for marketing process optimization that can be accessed both internally by employees and externally by agencies, printers and publishers. This powerful tool shortens supply lines, optimizes processes, and over time offers significant cost and time savings, as well as increased sales revenue.

The BrandMaster system provides a unique collaborative environment where all members of the extended marketing organization can plan activities, manage marketing content, create materials, and monitor marketing programs.

The Challenge

In building a solution to improve marketing efficiency, T4M needed to include a number of statistical reports to track a variety of metrics from system usage to on-line survey results. They needed to find a comprehensive charting solution to provide graphs for all the different types of reports in the system.

"Our plan was to integrate advanced statistical reporting into the BrandMaster platform to give users complete insight into marketing operational efficiency. We needed a Web-based charting solution that was easy to integrate into our environment, and provided the statistical charting features we needed. After an extensive evaluation of various tools, Quadbase's EspressChart came out way ahead."

**Paul René Engejordet, Product Manager, T4M**

The Solution

After a careful evaluation of several products, T4M selected EspressChart as their charting tool. With it's powerful API, and short learning curve, they were able to quickly integrate the charting engine into the BrandMaster framework.

"We are very happy with EspressChart. It was easy to integrate into our product, and was able to generate all the charts we needed. Today we have over 40 customers in 5 countries receiving charts everyday from EspressChart."

About T4M

T4M is an aggressively growing technology company specializing in marketing resource management (MRM) software for global organizations. Based in Norway, T4M develops and markets the BrandMaster series of MRM tools. In 2003 DaimlerChrysler AG selected T4M as their preferred MRM provider.
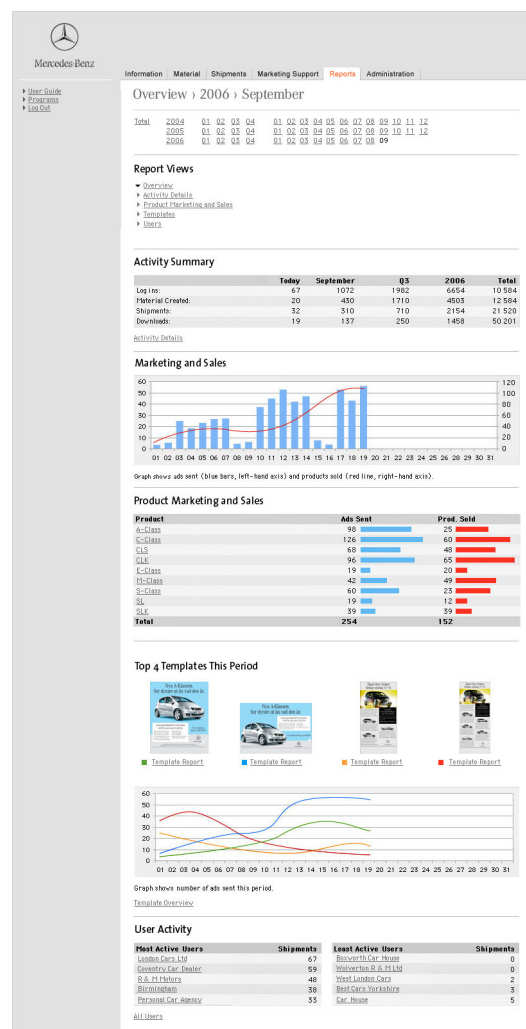
BrandMaster users receive detailed graphical reports powered by EspressChart

T4M AS

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