



Start Spreading the News

Case Study: Gordon & Gotch

Optus technology keeps magazine distributor and publishers a step ahead of the competition

Introduction

Gordon & Gotch is Australia's leading independent magazine distributor delivering to nearly 9000 retail outlets three times a week. A fully owned subsidiary of PMP Limited, Gordon & Gotch distributes over 190 million magazines across Australia annually, with a retail value of more than \$600 million. Clients include Australian and international publishing houses such as Pacific Publications and Worldwide Media.

The Challenge

As well as distributing the magazines, many publishing houses rely on Gordon & Gotch to merchandise their titles, report on sales of each publication, and track competitor sales. Before partnering with Optus, Gordon & Gotch's 70-person merchandising team used a paper-based record system to do this.

A merchandiser would manually record in-store information then return the data to central headquarters by mail.

OPTUS BUSINESS

'yes'
OPTUS

"The labour intensive system of collation, postage and printing meant that it took approximately 17 days from start to finish for results to be delivered back to our publishers," stated David Gray, Retail Channel Manager at Gordon & Gotch. "Sometimes it took even longer when photos of merchandise displays were taken, as digital cameras were not always used," added Gray.

Under the old system it was extremely difficult to compile distribution schedules and achievement reports, as it was impossible to obtain a snapshot of business activity at any particular time. It was also hard for publishing houses to provide Gordon & Gotch with constructive feedback on merchandising displays, which were often out of date by the time reports were received.

"At the end of the day, the existing paper-based system was out-dated, laborious and unreliable," said Gray.

The Solution

To increase efficiency, accuracy and turn-around time of merchandising and sales information to their publishers, Gordon & Gotch called upon Optus and its partner Airloom to develop a specified mobile solution. Together they selected a fleet of 70 Dopod D810 PDAs that were deployed to Gordon & Gotch's merchandising team, allowing them to gather and collate information, capture photos of merchandising displays, complete sales surveys, and submit this information wirelessly, via the Optus network, to the publisher's server.

"With one device, merchandisers are now able to update display achievement in real time, so merchandising managers in the office can collate and compare activity in various stores and monitor competition far more effectively," said Gray.

The Business Benefits

Using the Optus mobile solution, Gordon & Gotch merchandising teams now operate more efficiently, providing publishers with more timely achievement reporting, which includes digital photos, giving the company a competitive advantage over other suppliers.

"The insight our teams garner from the information gathered using the Optus mobile solution can influence the way publishers merchandise their magazines, because they are given advanced feedback on what works, and what doesn't," said Gray.

"Through the work of Optus, Airloom, and our team internally, we have not only improved our business, but have leapfrogged our competitors, and that is exactly what we wanted to do," said David Hogan, Deputy Managing Director, Gordon & Gotch.

Further Information

If you want to discuss how Optus can help you increase productivity through innovative communications solutions, contact your Optus Account Manager, call our hotline on 1800 555 937 or visit our website at **optusbusiness.com.au**.