

Results



Streamlined marketing asset sharing with external partners



Increased productivity without dependency on manual processes



Improved supplier and client satisfaction with ease of use

Temperzone Australia streamlines client collaboration

Manufacturer, distributor and exporter of air conditioning and ventilation equipment simplifies external sharing of marketing assets with OpenText Hightail

“Using OpenText Hightail, we defined a new process for sharing large digital assets with suppliers and clients that has saved significant time and made us more efficient in our daily marketing operations”

Suneta Singh
Marketing Assistant
Temperzone Australia



Temperzone Australia is a leading manufacturer, distributor and exporter of air conditioning and ventilation equipment for residential and commercial markets. The organization serves customers throughout Oceania and Asia through its offices and warehouses in New Zealand, Australia, Singapore, Hong Kong, China and Indonesia.

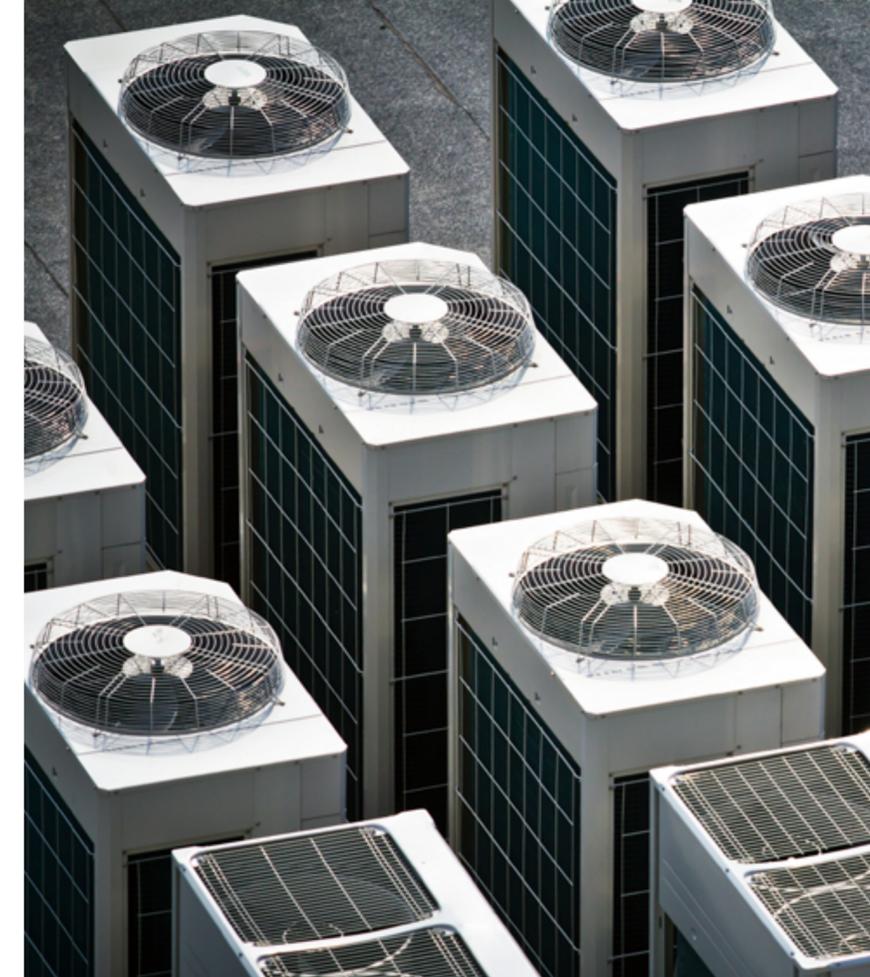
As the sole distributor of Hitachi heating and cooling products in Australia and New Zealand, Temperzone Australia supports a widespread network of external agencies, Hitachi authorized dealers, interstate staff and distributors with the creation of showroom displays, signage and other marketing assets. The Temperzone Australia marketing team needed a fast, reliable and easy-to-use solution to streamline the frequent distribution of these assets without giving external partners access to their internal systems.

“Our previous process was very inefficient,” said Suneta Singh, Marketing Assistant at Temperzone Australia. ***“A lot of time was spent trying to gather files together on a case by case basis. We needed to streamline collaboration with our agencies and cut down the time spent collecting and sharing marketing assets.”***

Temperzone Australia gained the efficiencies it needed with OpenText™ Hightail™, a simple, secure and efficient cloud-based solution for file sharing and creative collaboration. The company now uses Hightail to quickly and easily share marketing assets with external agencies for use in Hitachi showroom displays. Hightail Spaces are used to organize digital media, such as product images, social media graphics and stock photos, by product hierarchy. These Spaces function as a self-service marketing portal. Links are shared with authorized dealers who can easily download content as needed without requiring access to Temperzone Australia systems or a Hightail account.

Hightail also provides Temperzone Australia with a full history of sent files in a single location. This allows the company to save valuable time by simply resending preassembled file sets to other suppliers and clients without having to reassemble packages every time from scratch. This audit trail provides an important reference for team members, allowing them to quickly confirm which files were sent to a particular contact.

“Having Hightail as a digital tool that we can rely on to automate our day-to-day operations has given our team the ability to focus on other areas of marketing as our business continues to grow,” explained Singh. ***“We love Hightail for its ease of use, excellent customer service and the immediate return on investment.”***



About OpenText

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