

STORY



CHALLENGE

“We needed to manage our complex environment and control the entire process”

SOLUTION

Technology used:
FileMaker Server and
file maker pro 14.

WHAT THEY SAY

Captive Media Group

CMI is a US corporation in the business of publishing and alternate media for over 20 years. It offers an extensive array of services in print and electronic publishing. This is accomplished in a number of ways, primarily by producing independent publications that cater to a specific readership and lead a number of respective markets in the publishing industry.

In a strategic move we decided to bring in-house our fulfillment services. We were unable to identify a ready-made package to handle our complex Subscribers management process. We had multiple editions and a digital version of multiple publications. Multiple staged efforts are planned and executed to maximize renewals and we needed full control on the process. infoLink provided the best approach for our needs.

The Agile approach was best compatible with the complexity of CMI requirements. FileMaker Server and FileMaker pro were the ideal platform for this project. We used Microsoft Excel as mean to communicate with third party providers. Scanning and bar codes technology were interfaced for efficient renewal processing.

“infoLink provided tremendous value by developing the right solution we needed for our operations. The Agile process was simple and straightforward, change was welcome , we benefited from the technical knowledge and the depth of the business acumen.”

Jaqueline. Assistant-Publisher