



To succeed in business it is necessary to make others see things as you see them.

# Case Study

## Yemo – Work Flow Management

### Abstract

Workflow management is an important component of a business for a variety of reasons. The primary advantage to workflow management is improved efficiency within the business. By automating many of the processes within a business and establishing a procedure that is consistently followed, unnecessary steps are eliminated, and every member of the team is fully aware of his or her responsibilities. Yemo enables non-technical content creators and editors to maintain and manage enterprise wise publications, newsletters, business cards and other media publishing contents.



# Case Study

## The Client

The client is well known media publishing organization that prints and publishes newspaper ads, magazines and publishes other medias.

## The Project

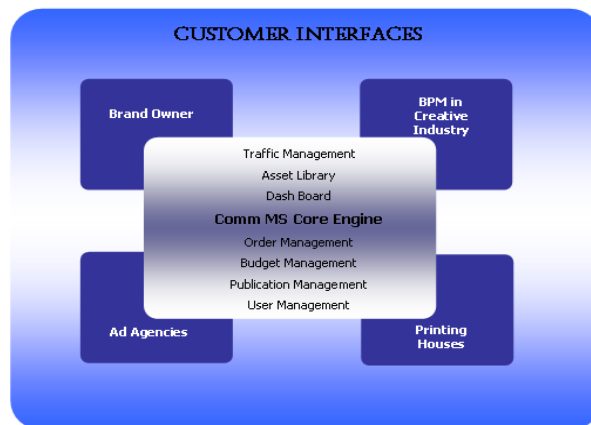
Yemo is a complete communication and management solution that efficiently automates planning, authorizations, discussions, production, tracking and budgeting aspects of marketing communication workflow according to business needs. Results are well informed business decisions, improved efficiency, increased revenues, and reduced management overheads.

Yemo enables non-technical content creators and editors to maintain and manage enterprise wise publications, newsletters, business cards etc. Yemo is an easy to use tool for managing distributed online content and is accessed through a web-based interface. User groups with varying levels of permissions can create, edit, stage, publish and archive content. Content contributors do not require extensive training to use Yemo to create and edit content because users simply enter content into customized templates. Content is published within pre-defined templates, ensuring that all changes to content conform to the overall “look and feel” of the template and that the interface design remains consistent.

## The Solution

The core of Yemo comprises of base functions which are essential for an integrated traffic management. These base functions enable to carry out all the functions related to the Make – Deliver – Manage cycle. These base functions are used across various market segments like Ad Agencies, Printing house, Independent Brand owners and BPO in the creative industry.

Yemo is fully scalable to incorporate custom interfaces that suit your business requirements and processes. This means Yemo can actually scale up as your organization grows. Yemo efficiently automates these crucial phases of communication production cycle with following products integrated as a suite.



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## Benefits

- **Enhanced Traffic:** Yemo offers complete traffic integration with your communication workflow.
- **Managed Workflow:** Managed workflows save all important time and enable organizations to make highly informed and timely strategic decisions thus saving a lot of money.
- **Enhanced Brand Control:** Yemo extends remarkable brand control benefits with security features like authenticated access; Yemo ensures that your brand assets are secure and safe.
- **Streamlined Communication:** Yemo manages all corporate communication from tasks, to-do lists, automated notifications, order management, communication with printer, interactive dashboard and quick communications summary on tasks and actions.
- **Higher Productivity:** Automated and managed communication workflow results in higher productivity and increased savings.
- **Faster Time to Market:** Yemo accelerates the production cycles by automated workflows and streamlined communications.
- **System Scalability:** WMA is an extensible product which has a tremendous room to scale up as your organization scales up. WMA is also customizable to cater to unique business needs of clients.
- **Better Flexibility:** WMA extends flexibility. You can decide who performs what activities and who can see what data. You also have flexibility to distribute tasks according to your requirements.

## Technology

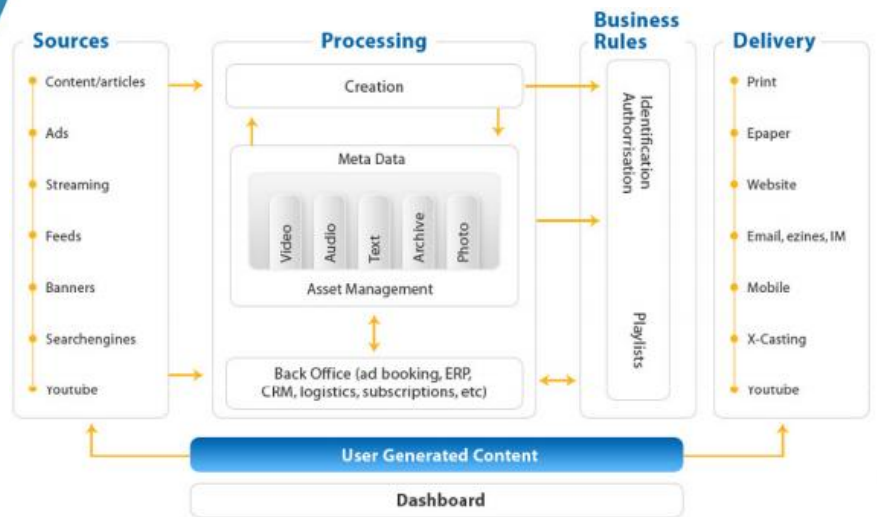
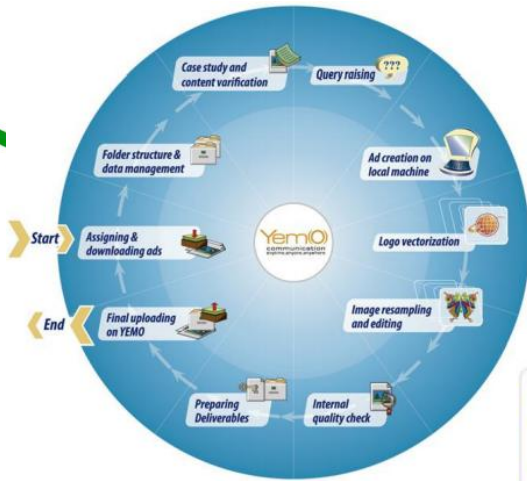
- **Architecture:** Three-Tier Architecture
- **Front End:** ASP.NET using C#
- **Web-Server:** IIS 6.0
- **Back End:** MS SQL Server 2000
- **Other Tools/ Languages:** XML, XSLT
- **Third Party Tool:** Antenna House Template Designer, Ektron Editor

## Industry

Media & Publication



# Case Study



**Gateway TechnoLabs** defines designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. Gateway creates these solutions for its clients by leveraging its domain and business expertise along with a complete range of services

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