



The Brand Wings Sales Enablement Platform Helps ISW Revolutionize Its Dealer Sales Channel





The Story of Imaging Supplies Warehouse

Imaging Supplies Warehouse (ISW) is a master distributor of printing solutions and supplies for the personalization garment and digital decoration market. Thousands of North American businesses that print custom designs on garments order their supplies from regional independent dealers who likely order from ISW.

Since its founding in St. Louis in 2009, ISW has grown to serve more 60 resellers and their end users in the garment personalization industry across the US and Canada. Fast, efficient fulfillment of dealer orders is critical to success and it's one of ISW's several competitive advantages.

Through the company's regional distribution centers in Minneapolis, Atlanta, Las Vegas, and Los Angeles, the ISW fulfillment team can execute quickly, with the ability to pick, pack, and ship products within two hours.

Over time, ISW has invested in technology to build on its advantage and to improve on its reseller and end user experiences. Its 2021 investment in the Brand Wings sales enablement platform is making a positive impact on its dealer marketing activities and its overall go-to-market operations.

“
When we introduced our Brand Wings portal to our channel partners, they were in awe. The word we heard from them in describing this solution's value was 'revolutionary.' That's a powerful word.”

Steve Miller, ISW's marketing director.





The Challenge

 **Brand Wings**
A profile of customer success

Access

To support the marketing needs of its reseller network and direct sales force, ISW was looking for a digital repository – a centralized portal where its sales teams could quickly access the product information, marketing collateral, and sales content they needed.

Reliability

“Our previous process was pretty messy,” said ISW’s marketing director, Steve Miller. “It was very manual and very inconsistent. We had a multitude of product assets stored in folders on a drive and there was no real version control. We didn’t have a reliable structure to search for and retrieve current and accurate marketing collateral.

Efficiency

ISW’s marketing team was also burdened with time inefficiency. One scenario is when dealer sales reps realize they don’t have the necessary marketing asset they need, they contact their ISW account manager who then needs to search for and retrieve the file and then email it to the dealer rep.

Productivity

ISW estimated that over the course of a month, each of its own sales reps and its dealers’ sales spent a minimum of two hours in these “go find” activities. ISW’s account managers and dealers were vocal about the significant waste of time these activities required.

The Solution

“Brand Wings was an amazing fit for us, at just the right time.”

Steve Miller
ISW marketing director



“We wanted something that was easy and consistent, and that’s what we found with Brand Wings” said Steve Miller.

“First of all, the platform is **easy to use**. The navigation system allows us to find and present information in a very intuitive, logical, and efficient way. Now we can quickly upload a file and know that it’s organized and searchable in a manner that reps can get what they need when they need it.”

“Everyone enjoys greater confidence in knowing they have the right info and that it is current and accurate. **Brand Wings has made our jobs easier**,” Steve said.

ISW’s marketing content manager,

Lauren Scott, agrees. “Creating a dealer portal is simple and takes just a few minutes. And now that dealers can find and retrieve their info right away, the **volume of emails in my inbox has been trimmed down significantly**. Brand Wings sales enablement platform saves time for us internally and for our resellers.”

“The Brand Wings portal was really critical to the launch of one of our new brands,” Steve said. “It was critical for us to be able to **get the right information to all our channels at the same time - with confidence**. Plus, Brand Wings’ templates for various presentations, product sheets, and other customer-facing assets are powerful tools for co-marketing and dealer customization.”

“Our dealers gave us great feedback about the seamlessness of the **implementation process**,”

Lauren added. “Brand Wings documentation was simple and intuitive. We got our dealers their seats, they downloaded all their info, and they were up and running right away.”

The **analytics** that the Brand Wings sales enablement platform offers is also a valuable feature for ISW. Steve notes that “It’s useful for us to view what information is being downloaded and used by our dealer reps. These analytics build our confidence, helping us to know what information is most useful to reps and what’s not. It gives us valuable insights into the kinds of content development we need to invest in. With this knowledge, we can respond more quickly to customer needs, providing more relevant educational material that also benefit our end users. It’s a great way for us to re-engage our customers with useful content.”