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FILEMAKER SUCCESS STORY

Blue Shield Corporate Marketing- Creative Studio

San Francisco, CA

Blue Shield Corporate Marketing Customer Story at a Glance

The Challenge

- * Completely redesign their current tool.
- * Build a high performing database to manage projects and campaigns.

The Solution

- * System that crafted, managed and tracked schedules.
- * System built RFQ's to send to print partners.

The Benefit

- * New system that improved efficiency and effectiveness across line of business.
- * Created a more flexible and intuitive system.
- * Lower costs.
- * Quicker deployment.

Products Used

- * FMP 9 with SuperContainer

Platform

- * Windows and Mac

The Creative Studio acts as an in-house advertising agency for Corporate Marketing within Blue Shield of California. “We needed more than a simple database to store job records, we needed a serious tool to help us manage our projects,” said Shira Reich, Creative Marketing Manager. Shira managed the project at Blue Shield and worked directly with the FileMaker development team.

“We wanted a system to integrate all of the aspects of our business into a single access point. We had a pretty big wish list. We felt that *FileMaker* was a great fit for our department, and we wanted a top quality development team to execute our project.”

“We met with several companies to choose a qualified FileMaker developer for this project, Richard Carlton Consulting was the obvious choice. They seemed to understand our business, had experience building the types of tools we would need and showed examples of how they had approached similar situations in the past.”

“Once the development began, we were pleasantly surprised at how well they understood not just what we said, but what we meant.”

“It’s like they were reading our minds,” said Amanda Jordan, Creative Design Manager. “We would give them a general idea of what we were looking for and they would show us something that was exactly what we needed.”

“With the introduction of *SuperContainer* with FileMaker, we now also have improved document management capability. This was an unexpected surprise and we are very pleased,” states Shira Reich.

The result was an intuitive and flexible FileMaker system that improved efficiency and effectiveness across all lines of business, allowing for reduced costs and quicker deployment.

blue  of california