

# Gocad Services

A NIRVA  
SOFTWARE'S  
SUCCESS  
STORY



## Nirva powers the leading on demand multi-channel marketing platform

Groupe Diffusion Plus is a leading French direct marketing and remote sales logistics organization, who handles customer communications for groups such as Renault, General Motors, Galeries Lafayette, Champion, MAAF, etc.

Their integrated creation agency, Gocad Services, has selected Nirva to build an application to automate the processes around its remote and personalization campaign management solutions.

### The complete automation of a critical process

The application, called Gocad ("Gestion d'organisation commerciale à distance" in French, i.e. Remote management of sales organisation) enhances a franchise or network organizations' ability to launch and manage paper or electronic based,

customized and personalized marketing campaigns, while adding value by reducing their cost (via end to end automation of the creation and production process, management of returns, validation, purchasing, invoicing, etc.).

The objective is to allow and foster the organizations' sales staff or network to extremely easily customize and send targeted or mass multi-channel marketing campaigns. In parallel, Gocad helps organizations control the design, content, quality and the cost of campaigns and reduce the workload of marketing teams.

### Tangible benefits

"Nirva was chosen for several reasons" says Stéphane Pierre, Director at Fidback and Vincent Jouault, Technical Director at Diffusion Plus:

- "Its ability to completely handle the solution, from the user interface to the back end processes, storage of the



GOCAD allows marketing services at announcers to efficiently and cost effectively manage their communication thanks to rationalisation and complete optimisation of processes.

GOCAD answers to the needs of brand working centrally or as a network.

<http://www.gocadservices.fr>



campaigns, images, users rights and preferences, etc.

- The ease with which the solution can be adapted to a new client – Gocad is available on a SaaS platform.
- Its integration capability, which allowed us to deliver the solution rapidly, but also to integrate with our evolving document production infrastructure.
- The performance provided: several hundred Gocad users can use the application at the same time at performances found nowhere else.“

## About **nirva**

### Our vision

Over time, document processes have become extremely complex. To the point that they can now only be managed by IT or document specialists.

**Our objective at Nirva Systems is to restore simplicity in document management.**

Simplicity for document specialists but also for end users. Because simplicity brings agility, reactivity, productivity, control, relevance, quality and cost reduction.

With Nirva Systems' solutions, our clients manage their document processes in the areas of new client acquisition, existing clients management, inbound and outbound document management. They manage their business, marketing, legal documents, be they emitted by employees, business applications, or else. They manage batch, interactive, transactional and hybrid documents.

In sumary, all document processes or information exchange within the organisation.

Nirva Systems' clients include Banques Populaires, Cofinoga, SFR, Deutsche Post, Xerox, Williams Lea, etc.

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