

# Oak Hill CASE STUDY

## INTERWOVEN

### WEAVING SOLUTIONS FOR INTERWOVEN

**The Client:** Interwoven, Inc. is recognized as a world-leading provider of content management software solutions for the enterprise, powering more than 2,700 organizations worldwide, including Air France, Cisco Systems, General Electric, General Motors, and Yamaha. The patented Interwoven 6 Platform — along with best-of-breed enterprise content applications from such providers as BEA, IBM, SAP, and Siebel — drives content services that solve key customer challenges.

Interwoven, Inc. dramatically expanded its software products and solutions offerings. The company needed a way to comprehensively communicate how all the solutions fit together to serve different markets and applications. Interwoven's Sales Department was particularly vocal in expressing a need for a sales support tool that salespeople could use to educate customers. The standard technical briefs and data sheets were not doing the job.

Interwoven's management asked Jeff Cowan, Director of Marketing Communications, to create an encyclopedic Products and Solutions Guide. Jeff was delighted with the idea, but his internal staff was running flat out on other projects. He needed outside help that combined technical knowledge with marketing savvy, the ability to create riveting graphics, and production know-how.

Cowan called in Oak Hill Publications, Inc. to do the job. "Oak Hill was an extremely professional and flexible group of people. In fact, I couldn't have done the project without them," said Cowan. "The Oak Hill team handled everything from copywriting to design and layout. They even handled the press check at the printer in Oregon."

The finished piece was an 82-page, four-color brochure that was delivered on time and on budget — in time for Interwoven's international sales meeting. The brochure was distributed at the meeting and launched into immediate and enthusiastic use.

"Our Sales team is thrilled with this new tool and has been bombarding me with order requests," Cowan said. "We have come to think of Oak Hill as a 'force multiplier' for our creative marketing efforts. Quite simply, they come with my highest recommendations."



**OAK HILL  
PUBLICATIONS, INC.**