



## Pragmatic Software Co., Inc.

Case Study

Vertis Communications



This document describes how Vertis Communications uses Software Planner to manage defects.

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## Background

Vertis Communications (<http://www.vertisinc.com>) is a premier provider of targeted advertising and marketing solutions to America's leading retail and consumer companies. Vertis provides marketing services including digital technologies, multimedia, premedia, media placement, advertising inserts, and direct marketing.

This specific business unit ([http://www.vertisinc.com/Premedia/Technology\\_Solutions/Vertis\\_Enklav](http://www.vertisinc.com/Premedia/Technology_Solutions/Vertis_Enklav)) has created a marketing automation tool, **Enklav**, to allow local area managers, dealers, or franchisees to develop locally customized selling materials or coordinate implementation of national programs with consistent brand messaging and presentation. **Enklav** also brings imagery, approved marketing copy, pricing, and more together in one convenient digital resource that gives local marketers the ability to respond to market opportunities in an effective and coordinated manner.

This powerful suite of marketing automation tools, completely scalable and configurable to fit your objectives, includes: **Vision, Voice, Publisher, Contact, Merchant, and Translation Management.**

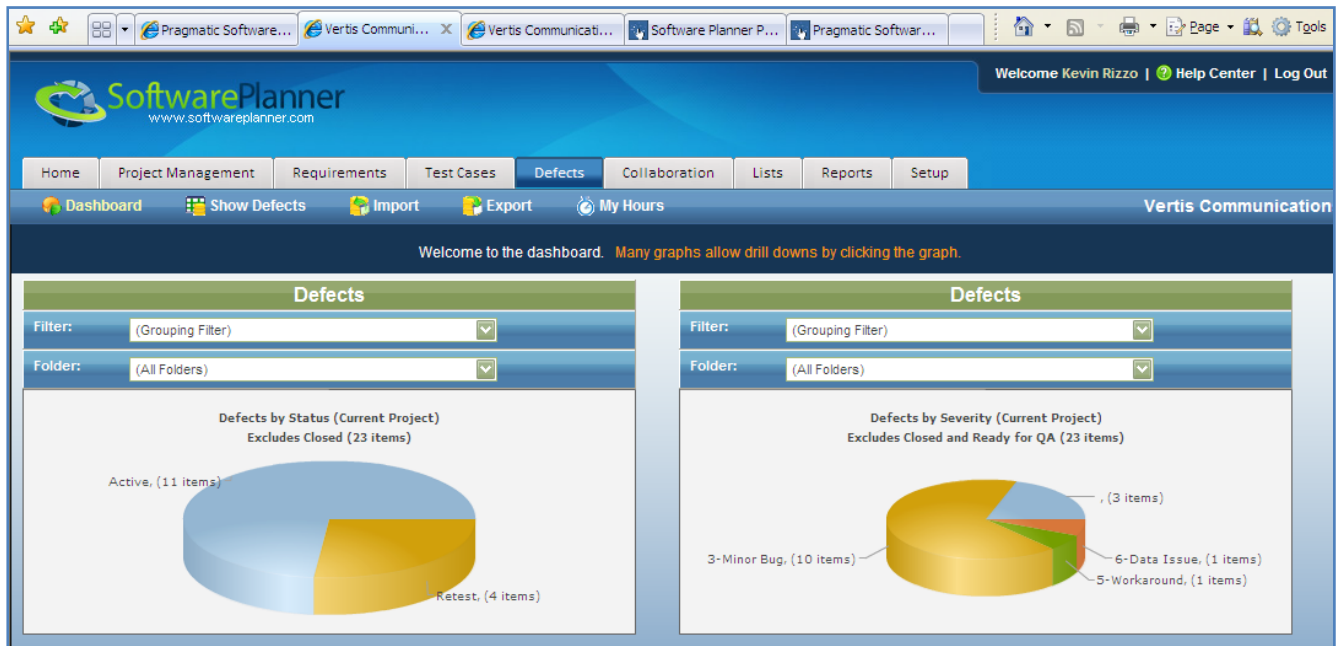
## The Challenge

Since 2002, Vertis Communications has been using Software Planner to manage issues and defects found when implementing marketing solutions for its clients.

When developing solutions for clients, Vertis feels it is imperative to deliver the highest quality service so that the client gains maximum benefit from their marketing efforts.

## The Solution

By utilizing Software Planner's defect tracking feature, Vertis empowers their development team to quickly resolve technical issues and communicate progress to their clients. Software Planner's dashboard allows them to trend issues over time and to report timely status to their clients.



### Vertis Communications uses Software Planner's defect tracking module

“For years, **Software Planner** has helped Vertis discover, resolve and report issues to ensure that our clients receive the highest quality service available. The latest version of Software Planner allows us to create folders to store and easily find defects and the dashboards provide metrics to ensure our quality efforts stay on track.” – Kevin Rizzo, Vertis Communications

## Learn More

If you wish to learn more about Vertis Communications, visit them at <http://www.VertisInc.com>.

If you wish to learn more about Software Planner, request a free a trial, or receive a personalized demo of the product, contact **Pragmatic Software** at +1 303-768-7480 or toll free at 800-773-7785. You can also learn more at <http://www.SoftwarePlanner.com>.