



GREAT SOUTHERN
GROUP OF COMPANIES

CASE STUDY : EXTRANET



Enhancing communication with advisers.

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GREAT SOUTHERN PLANTATIONS LTD



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“Working with Vivid, Great Southern began to understand that an extranet system provided a far greater and more cost effective means of communication than their traditional methods.”

When leading agribusiness investment manager Great Southern realised that the CD Rom they proposed to send to their distribution network would be obsolete within days of delivery, they looked to Vivid to find a solution.

Great Southern wanted to ensure that its 5000 strong nation-wide network of financial planners and accountants had up to date information on the company's projects, but believed there had to be a better way than continually burning CDs with new information and then posting them across Australia.

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A sophisticated extranet also fitted the company's image of being the industry leader.

Today, when Great Southern wants to up-date it's network on new products or important changes to current projects, it is as simple as logging into the site's Content Management System.

For Great Southern, the extranet has been a huge success and the key to its dealers and advisers all being able to access the same information within a virtual library.

A "Strategy Toolkit" is available to financial planners and accountants and contains a range of promotional and educational tools such as calculators, flyers, invitations to events and actual presentation documents.

For Great Southern, providing such a wealth of information for the distribution network to access ensures there is a consistency in the delivery of the key messages and collateral.

The ability of the extranet to store substantial volumes of information also fulfils a need. The extranet houses the Project Information Kit, which provides detailed information on Great Southern's managed investments and contains associated documents such as product disclosure statements, external research and sample client communications. Any new material can therefore be instantly added to the extranet and immediately accessible by the distribution network.

Although still in its infancy, Great Southern says that to claim the extranet as a success would be an understatement. And while it's distribution network appreciated the vast amount of information now at their fingertips, they were just as grateful for the logical layout of the extranet.

Given the initial success of the extranet, the company says its has great plans for its further utilisation, including distribution of tailored newsletters to specific audiences and a range of other e-commerce, marketing, interactive, educational and promotional uses.