

## CASE STUDY: MAILROOM MANAGEMENT SERVICES - MULTIMEDIA PRESENTATIONS

### MAILROOM MANAGEMENT SERVICES - AN OVERVIEW

Mailroom Management Services (MMS) are the UK's leading specialist in postroom facility management for companies such as Goldman Sachs, Glaxo Wellcome, Visa, BUPA, Anderson Consulting, KPMG, Shell and British Airways. Their tailored postroom solutions typically save their clients 30% - 50% in overall costs. MMS have experienced significant growth over recent years. Currently employing c.500 staff, servicing over 100 client UK locations, MMS is on track for it's seventh year of 50% growth.

Seamless Marketing's experience in multimedia production, coupled with its extensive knowledge of current market trends and techniques, meant that it could supply the best possible solution to MMS. Over the three days of the exhibition, MMS had in excess of 100 visitors to the stand specifically interested in their specialist services of facilities management outsourcing for the mailroom and associated activities.



**MULTIMEDIA 2000**

Mike Barlow, Commercial Director at MMS, contacted Seamless via the Internet. MMS wanted a multimedia presentation which would best reflect their experience and expertise in postroom management. MMS were exhibiting at the British Institute of Facilities Management Exhibition - FMExpo 2000 and they wanted to attract visitors to their stand and encourage them to stay to learn more about the company. Seamless produced a 5 min film for MMS, which combined the skills of every department. 3D rendered animation sequences were cut together with photographic stills.



**MULTIMEDIA 2001**

Following the success of the Mailroom Management Services multimedia presentation at FMExpo 2000, MMS commissioned Seamless to update their presentation for the 2001 FM Expo. Working from the original movie Seamless updated the client list animations and reworked the voice over to make it relevant to MMS business in 2001.



Animated text ran throughout the presentation with a voice over to emphasize the message. Finally a soundtrack was added to tie the presentation together. Stringent levels of testing and debugging meant the final solution was optimised to run at best possible quality on the system which MMS had chosen for their exhibition stand.

Running digital video on a 40" plasma screen created the desired impact.

### CONCLUSION

Having completed the 2000 multimedia presentation, MMS commissioned Seamless to produce a printed presentation for their entry in the Goldman Sachs Five Star Certification Program 2000.