



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**LOCATION:**  
*Des Plaines, IL, USA*

**ORGANIZATION:**  
Schawk, Inc.

**YEAR:**  
*2011*

**ORGANIZATION URL:**  
<http://www.schawk.com>

**STATUS:**  
*Laureate*

**PROJECT NAME:**  
NA

**CATEGORY:**  
*Education*

### PROJECT OVERVIEW

Schawk Inc. is a leading provider of brand point management services, such as packaging, marketing, advertising, and merchandising. The company helps its clients strengthen their brands through the delivery of compelling and consistent brand experiences that create greater affinity with consumers. With more than 500 clients worldwide, Schawk helps some of the world's largest companies manage, monitor, measure, and protect branded assets, and comply with the requirements of highly regulated industries. In order to successfully satisfy client demands, the company must ensure optimum consistency across all branded elements – something that can only be achieved through seamless system integration. But the company's environment, which included legacy information systems like FileMaker and Lawson, as well as newer systems and applications such as Oracle's PeopleSoft, lacked the needed cohesion. Enterprise integration solutions from iWay Software were employed to facilitate end-to-end integration of Schawk's infrastructure. For example, iWay Service Manager acts as the central component of an XML-driven framework for receiving, normalizing, and integrating data into the design and manufacturing process for consumer readable packaging text and process metadata. Additionally, the iWay is leveraged to increase efficiency by automating vendor management and other key internal processes and workflows, while fostering faster, simpler B2B exchanges with clients. This includes updates to label and packaging information, such as ingredients and nutrition facts, which are now automatically converted into industry-standard XML formats and dynamically placed into electronic artwork.

### SOCIETAL BENEFITS

Branding consistency plays an important role in providing a convenient shopping experience. iWay helps Schawk ensure that customers can find their clients' products easily, anywhere in the world. Additionally, iWay enables Schawk's clients adhere to package labeling guidelines that help guarantee consumer safety.



## **PROJECT BENEFIT EXAMPLE**

The benefits of this project have been two-fold. First, iWay has automated complex internal business processes and improved information quality by enabling fast and secure messaging across the enterprise. This has helped the company to maximize operational efficiency (for example, the company can ensure that ink colors used on a press in India are exactly the same as those used on a press in the U.S.), and enables it to stay competitive. iWay has also provided many advantages to Schawk clients, who can more rapidly respond and adhere to packaging guidelines. For example, they are now better equipped to avoid incorrect product labels and prevent erroneous packages from reaching store shelves. Additionally, their ability to more rapidly communicate with Schawk, and to accelerate changes to branding and packaging, helps them to stay ahead of shifting market dynamics. Comments and quotes from the users: "iWay integration technology makes brand point management easier by ensuring, for example, that ink colors on a press in India are the same as the colors on a press in the U.S.," Stephen Kaufman, CTO "Our investment in iWay gives us a competitive edge. We can provide our clients with tools that our competitors don't have." Stephen Kaufman, CTO