

*publishing*



*4D Server's renowned flexibility generates new promotions at each of the supermarket giant's 400 plus stores – overnight!*



## Sainsbury's

### The Developer

Matrix Software, Manchester,  
[www.matrixsoftware.co.uk](http://www.matrixsoftware.co.uk)

### The Client

Sainsbury's – the UK's Premier  
Supermarket Chain

### 4D Solution

- 4D Server

## Lead time of Sainsbury's special promotions slashed from 3 weeks to 24 hours

### The Challenge

Urgent solution needed to eliminate the huge logistics of printing and distributing Special Promotion Packages to its supermarkets.

J. Sainsbury is one of the world's leading retailers and the UK's premier supermarket chain. Its 9 million annual customers shop in over 400 stores and a chain of DIY and Garden Centres.

Sainsbury's produce 30,000 individually designed Point Of Sale tickets and posters each year to advertise its many sales promotions and price reductions.

Intense competition highlighted the urgent need for a software solution to drastically reduce the expensive 3 week delay between conception of a promotion to production of an in-store Point Of Sale display.

Comparisons between the many software solutions available made it obvious to Sainsbury's that a 4D Server solution was by far the best answer.

### The Solution

Sainsbury's commissioned Matrix Software to produce a reliable, fast and low maintenance application powered by 4D Server.

The resulting application runs on a 4D Server with 70 clients. After receiving the necessary information from the company's mainframe computers, 4D automatically styles the data, using user-defined styles, into Quark Express documents.

At this point 4D instructs the DTP software to convert the documents to postscript files which are collated by the 4D system and transmitted overnight to each of the company's stores.

Next morning the in-store staff are immediately able to print the various posters and shelf-edge tickets for instant display.

### The Reward

A combination of drastically reduced costs and a previously unobtainable flexibility in promotion and pricing policies.

"Our business operates in a notoriously competitive market so the flexibility which the 4D system gives us has proved invaluable" says Sainsbury's Stuart Burgoyne. "I was impressed with how quickly Matrix managed to produce a system that met all our requirements, but I have found the reliability of the 4D system and the lack of maintenance required to be the most astonishing thing."

We're sure that the thousands of 4D users world-wide will agree with him.