

## For Winbrook, Validation and Innovation Drove DB Enterprise Decision



Winbrook's decision to go with DB Enterprise over other solutions boiled down to validation, innovation and the ability to deliver better business value. "DB Enterprise enables us to complete the roundtrip with our back-end system in

place and enjoy numerous competitive advantages for our business and our customers," said Scott Lattanzio, President of Winbrook.

Working with a tried and true platform with more than 375,000 users further validated Winbrook's decision to go with DB Enterprise. "With real customers doing real transactions, the comfort level was very high for us," said Lattanzio. "We needed an industry standard so we could hit the ground running, and that's what we got with DB Enterprise."

For Winbrook and its customers, DB Enterprise offers an end-to-end solution that helps drive revenue and improve efficiency, such as direct mail and print-on-demand capability, and a wide range of production management functionality. "We chose DB Enterprise because it gives us a clear competitive advantage—now and in the future," said Lattanzio.

Looking ahead, a commitment to continued innovation was also an important consideration in Winbrook's decision to partner with DemandBridge. "New products under development, such as the SourcingBench supply chain integration platform and a Cross-Media Campaign Management tool, will enable Winbrook to do what it does best—stay out in front of our clients' needs," said Lattanzio.



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**Scott Lattanzio  
President, Winbrook**