



Business Intelligence



Collaboration Portals



Application Development



Business Strategy



Executive Dashboards



Project Management Offices

# BVPS Business Case – Revlon

## Solution Overview

### Microsoft Gold Certified Partner

Blackstone & Cullen, Inc.

### Scenario

Collaborative Portal

### Industry

Revlon

### Organization Profile

Revlon is a world leader in cosmetics, skin care, fragrance, and personal care and is a leading mass market cosmetics brand.

### Situation

Revlon needed a business plan that delineated the creation of a single, secure location to manage their corporate documentation.

### Business Solution

Through the BVPS program, BAC was able to create a business plan to act as a guide for their future document portal.

### Technology Deployed

- Microsoft Office 2007 Server
- Microsoft Office SharePoint 2007 Server
- SQL Server 2005
- Visual Studio 2005

For more information on how you can use your SA vouchers with the BVPS program, please contact Jeff McCracken at [jmmcracken@bac-atl.com](mailto:jmmcracken@bac-atl.com) or call him at the number listed below.

*Since 1989, Blackstone & Cullen, Inc. has leveraged information technology to provide business solutions. Principal services include enterprise application integration, data warehousing, program office implementation, and custom application development.*



Revlon needed a new documentation portal for their “Brand Books,” marketing materials which drive new product information. Their current documents are scattered among multiple drives and SharePoint sites. They had no security within the folders and tracking document updates was poorly managed by a “Corrections & Changes” document. This led to multiple errors across documents and departments.

## Solution

Blackstone & Cullen proposed a solution to improve the business processes for Revlon’s “Brand Books.” The “Brand Books” are marketing materials which drive new product information to Revlon’s sales and customers. The information within each Brand Book needs to be timely, accurate, and communicated effectively throughout Revlon’s management, marketing operations, customer business development, and sales teams.

As Revlon continues the implementation of their Integrated Business Management Process, the “Brand Books” will become a key communication tool from which the business lives by.

## Benefits

The business plan proposed many solutions to their array of issues. The sites would become a single store of information for each brand. The SharePoint sites would store all marketing documents and supporting materials. SharePoint will also control security and rights for all documents and the SharePoint calendars, task lists, and issue lists can support the stage gate business process.



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