

Thought Leadership Document Outsourcing



In today's challenging economy, every organization is looking to cut costs. Here are three more ways that document outsourcing can help you operate more efficiently.

Recession Rx, Part Three: Three more ways to improve your bottom line and your business with expert outsourcing.

"With recession looming, industry observers believe businesses will increasingly shy away from large transformational outsourcing projects and return to outsourcing as a way to reduce fixed costs."

—ComputerWeekly.com, 10/17/08

In my last e-newsletter, I talked about three ways that businesses and other organizations are reducing costs by double-digit margins with document outsourcing services.

In this edition, I want to keep the conversation going by sharing some more ideas on how document outsourcing services help businesses operate more efficiently and cost-effectively.

Of course, document outsourcing also helps clients transform their organizations with a constant stream of document management innovations and improvements. And the benefits of that transformation will pay off when the global economy returns to growth.

But for the time being, I just want to highlight the many ways that you can improve your cost structure with proven document outsourcing services. May I have the drum roll, please!

Lower your outside printing costs with expert print management and online print procurement.

Many organizations are spending more than they need to on commercial printing services. Some have lost sight of their true printing costs. Others struggle to get the consistent printing quality they need to support their brand.

If you outsource enterprise-wide print management to experts, however, you can optimize your approach to outside printing, streamline the entire ordering and job management process for your employees, and tap into a global network of approved suppliers who offer high-quality production, fast turnaround times and lower costs.

Bottom line? Your organization will save time and money year after year.

Design documents to improve effectiveness and lower costs. The way documents are designed can have a big impact on the costs of production, mailing and fulfillment. By outsourcing design to experts who understand all of the cost-related issues involved in the entire document lifecycle, you can find opportunities to save. You can also increase the effectiveness of your documents at the same time.



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A leading financial services company in the U.K. outsourced the creative development of key documents to add personalization and color while improving the efficiency of production. The result? £8.1 million saved on commercial printing costs in the first year alone.

Aliant outsourced the design of a customer bill to reduce the causes of customer confusion that generated costly calls to the company's customer care center every month. The redesign effort helped the company reduce billing inquiries by 30 percent. The efficient design also helped the company save on print production costs.

Save millions by improving document management throughout the enterprise.

The benefits of document outsourcing increase by using multiple services to improve document management throughout the enterprise. Case in point: the University of Calgary.

This important educational institution optimized its approach to printing and dramatically improved its approach to document and records management. As a result, the university saved \$13 million (CAD) over a seven-year period while improving access to information for students and staff.

It's just another example of how document outsourcing services can help organizations speed up the flow of information, operate more efficiently and effectively and reduce costs—regardless of the state of the economy.

If you'd like me to continue this series of cost reduction ideas, send me an e-mail. In the meantime, best of luck with your efforts to turn the challenges of this recession into an opportunity to build a stronger foundation for the future.

Sincerely,

A handwritten signature in black ink that reads "John M. Kelly". The signature is written in a cursive style with a large, looping initial "J".

John M. Kelly