



40%

Cost savings across
marketing print
supply chain

Integrate the Marketing Supply Chain for Cost Savings

The Challenge

- Achieve cost savings in the production of marketing materials, including collateral for branches, direct mail, information packs and customer mailings.
- Appoint a single marketing operations partner to manage artworking, print production, supply chain logistics and inventory management.

The Solution

- Integrated managed service covering the full supply chain, from artworking through to delivery to branches.
- Web-based collaborative workflow tool to give full visibility to all campaign stakeholders and suppliers.
- Central digital asset management repository.
- Integration with client's marketing resource management (MRM) platform.

The Results

- 40% cost savings across end-to-end process for managing marketing print.
- Further cost savings across the supply chain, including artworking and warehousing.
- Substantial VAT (sales tax) benefits from procuring artwork and print as a single service.
- Improved visibility of order, stock and usage levels by branch – enables strategic sourcing and avoids waste.

Country:



UK

Key Customer Benefits:



Cost reduction



Information security and risk



Flexibility and scalability