

## How William Grant Cut Costs By 40%

### While Supporting Rapid Growth



#### Highlights

- DataSource's integrated managed services produced repeatable and predictable results.
- Over \$3 million saved by reducing obsolescence.
- Marketing production and deployment costs were reduced by 25-40% per order.

#### The Challenge

William Grant and Sons make and market many of the world's best-known premium liquor and spirits brands including Hendrick's Gin and Glenfiddich Single Malt Scotch Whisky. In just four years, they have added several new brands to their portfolio, which exponentially expanded their scope of marketing activities. With this kind of growth, the company needed to upgrade production and deployment of promotional materials, coordinate all creative and third party vendors while cutting costs per event without sacrificing quality.

William Grant and Sons was working with a number of creative agencies and production vendors while storing collateral in multiple warehouses. Differences in ordering methods and billing systems, along with troublesome inconsistencies in promotional materials, were increasing costs and causing dissatisfaction in the field. William Grant decided they needed to consolidate and chose DataSource as the manager of all third party suppliers.

#### Plan

The DataSource retail experts went to work right away, developing a plan for integrated managed services that would manage the entire warehousing and fulfillment process through their end-to-end brand management solution, MarketNow. DataSource then focused on reducing freight and shipping costs, establishing a highly effective logistical protocol. DataSource also dedicated two employees to manage all Point-of-Sale Marketing projects year round, from conception to invoice.

The DataSource team, utilizing the Project Management Tool application, can manage all actionable items between the client, internal resources and external partners. DataSource acts as an extension of the William Grant team by being a single point of contact for corporate while leading weekly Point-of-Sale status calls with the William Grant Marketing Team, Creative Agencies and Procurement Teams.

#### Create

Working with outside creative agencies, DataSource studied William Grant's event marketing process and developed a custom technology solution. Collateral could now be created in a centralized location.

#### Execute

The solution began with the custom technology solution, a web-based ordering system that houses a complete virtual inventory of materials. DataSource manages the inventory for the entire William Grant marketing portfolio within their Kansas City warehouse. At this location, DataSource warehouses over \$5 million of inventory, receives and distributes inventory for three large push campaigns, while fulfilling daily orders of brand and event collateral throughout the year. Additionally, DataSource provides kitting services for large event programs, fulfills orders with 99.6% picking accuracy, provides 24 hour receipt of incoming products, actively consolidates inventory on a monthly basis to provide internal efficiency and provides detailed reporting of inventory activity.



*“With DataSource, William Grant was able to support their rapid growth, consolidate providers and cut costs by 25-40%”*

## DataSource

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### Measure

A financial support package now monitors budgets, putting accurate information on budget utilization and cost efficiency at executive's fingertips. The online application catalogs products of the entire portfolio for every year, tracks pre-allocated decrement and accrual budgets by state, by brand, by type and by year. Through the DataSource technology integration, William Grant now has complete order-to-accounting print supply chain management that is easy to use, highly accurate and completely effective in achieving their marketing objectives.

### Impact and Results

While growing from 500 orders per year to over 5,000 — including international shipments — the production and shipment of materials has become smoother, less costly, less time-consuming and more accurate, resulting in easy to access metrics that hold the team accountable. Costs per order have been reduced 25-40% and the obsolescence costs have been virtually eliminated, saving over \$3 million.



### DataSource Powers Your Retail Brand

The retail industry is fragmented and variable. From ecommerce to brick and mortar, you need to be sure your local stores are not cutting corners with brand consistency while helping them receive the materials they need to keep traffic up and registers ringing. We can help.

#### Let DataSource Help With:

- Store Profiling
- New Store Openings
- Uniform Programs
- Push Promotions
- Branded Merchandise
- And More...

For 25 years, DataSource has provided managed services that develop and deliver training materials, branded merchandise and multi-channel marketing programs to retail customers.

We offer the customized full service supply chain and marketing solutions you need to power your brand.

To see for yourself how DataSource can Power Your Brand, contact us today at 877.846.9120 or send us an email at [info@data-source.com](mailto:info@data-source.com).

