

CASE STUDIES IN OPTIMIZING DISTRIBUTION OF PRINT AND MARKETING MATERIALS



INTRODUCTION

Each year large companies spend millions, sometimes tens of millions, of dollars creating print communications. But up to a quarter of that spend can be wasted if the distribution of those materials is poorly managed.

This article highlights six companies from different industries that recognized the inefficiency of their “marketing fulfillment” operations and took bold steps to solve the problem.



INSURANCE

INSURER SEES \$1 MILLION BENEFIT FROM OPTIMIZING DISTRIBUTION OF PRINT MATERIALS

CUSTOMER CHALLENGE

A major West Coast employee benefits provider's print inventory had grown to several thousand items detailing insurance products, programs and regulatory disclosures. Prospective members and customers often received 20 or more individual pieces of collateral loosely inserted in a pocket folder, creating a costly, unattractive sales package. Because this insurer routinely stocked larger quantities of each item than it used, the company's printing, storage and obsolescence costs were astronomical.

AMWARE SOLUTION

Using a consultative approach, the Amware team analyzed the existing inventory in relation to business goals, customer needs and regulatory requirements. Recommendations were made to combine and/or eliminate collateral, determining optimal order quantities and re-order points to reduce rush reprint charges. Also identified were hundreds of pieces of collateral best suited for digital printing. With Amware's POD technology and electronic kitting capability, the insurer's sales reps are able to order what they need on a just-in-time basis and add personalization, as appropriate. All of this is possible through Amware's online inventory management and ordering system, which also includes programming that prevents users from accessing collateral for products or markets for which they are not licensed.

RESULT

The pocket folder stuffed with individual pieces was replaced by a perfect-bound booklet containing both offset and digitally printed customized materials, enhancing the customer experience while saving the insurer money. This comprehensive approach helped the insurer increase the relevance of its marketing materials, while reducing inventory size, storage and waste, for an annual savings of more than \$1 million.

"The booklets look more professional and cost 50 percent less."



HIGH TECH

HR TEAM AT FORTUNE 100 HIGH-TECH COMPANY SIMPLIFIES MANAGEMENT OF RECRUITMENT MATERIALS

CUSTOMER CHALLENGE

This Fortune 100 Technology Manufacturer's HR staff was printing and storing large quantities of materials and creating its own kits for hiring events and orientations held at more than 200 locations around the world. The company sought a more cost-effective way to update, produce and distribute accurate, compliant recruiting and orientation kits, forms, employee handbooks and other human resources materials in multiple languages and versions.

AMWARE SOLUTION

This client's challenge was solved by converting most of its human resource materials to electronic files, allowing documents to be quickly updated, personalized and digitally printed as needed. Amware's web-based ordering system includes rules to ensure that users order the right documents and most recent versions in the right languages. For large-scale events at specific locations, Amware assembles highly customized kits and ships them directly to event locations. For more general usage, Amware compiles a specified number of kits and holds them in inventory, shipping them as orders are received.

RESULT

The customer can now create, personalize, print, assemble and ship materials as needed, eliminating excess, outdated inventory, and costly reprinting, re-kitting and reshipping. Local offices get what they need, when they need it, while the human resources staff has been freed to focus on mission-critical tasks and goals.



PHARMACEUTICAL

\$200K ANNUAL SAVINGS ON SAMPLE/LITERATURE DISTRIBUTION JUST WHAT THE DOCTOR ORDERED

CUSTOMER CHALLENGE

This \$3 billion pharmaceutical manufacturer had one website through which sales representatives ordered drug samples and another for ordering drug-related marketing materials. The two sites didn't communicate, making it time-consuming and difficult for sales reps to get the right literature, in the right amounts, to distribute with samples, as required by law.

AMWARE SOLUTION

The answer to these inefficiencies was to combine the two portals into a single, streamlined ordering/fulfillment system, with thumbnail images of each sample and piece of collateral for easier identification. The system is programmed to ensure that sales reps can order only drugs they are permitted to sell and that their sample orders always include the required literature. The company also took advantage of Amware's custom kit-building capabilities for a more coordinated, professional looking marketing package.

RESULT

Sales representatives can now order more than 1000 pieces of marketing collateral, as individual items or as ready-to-ship kits, through one site. Real-time order tracking helps the company maintain optimal inventory levels, and the built-in ordering rules ensure strict compliance with applicable company and industry regulations. The resulting efficiencies save this customer more than \$200,000 annually.



PUBLISHING

FULFILLMENT SOLUTION FOR MUSIC PUBLISHER CREATES PERFECT HARMONY

CUSTOMER CHALLENGE

This leading publisher of instructional materials for the piano had outgrown its limited warehouse space, and its staff struggled to keep up with order fulfillment. The owners wanted to lower printing and storage costs and focus on their core expertise of writing music and instructional materials.

AMWARE SOLUTION

Outsourcing was the obvious solution to this company's fulfillment challenge. Amware cataloged and moved the publisher's inventory of books, sheet music, CDs, DVDs, games, and computer-aided teaching tools into a single facility and linked the company's data systems to Amware's online ordering and inventory management system. This move enabled the company to reduce order turnaround time to 24 hours or less. Amware also recommended widespread use of digital print-on-demand, which allowed the publisher to reduce physical inventory, while preventing out-of-stock situations.

RESULT

This publisher significantly reduced its costs for printing and storage and decreased inventory taxes, thereby improving cash flow. Company personnel are now able to concentrate on growing their business by focusing on creating new music and instructional materials.



FINANCE/BANKING

FULFILLMENT SOLUTION KEY TO REGULATORY COMPLIANCE FOR LARGE FINANCIAL COMPANY

CUSTOMER CHALLENGE

One of the nation's largest, most diversified financial institutions needed to ensure that each of some 10 million new customers receives timely, accurate disclosures regarding account and service fees, terms and conditions, as required by law.

AMWARE SOLUTION

This institution already used Amware's web-based kit building tool, which includes built-in rules to ensure that each kit assembled contains all of the required disclosure forms and other collateral for the type of account being opened. Using that platform, Amware developed a process for coding new account kits with a unique control number. An integrated data feed enables the bank to track the creation and bulk distribution of kits to various branches and offices, as well as distribution of individual kits to new customers.

RESULT

The financial institution can now track and manage distribution of required disclosures and provide proof of compliance as needed, greatly reducing exposure to lawsuits, regulatory sanctions and fines.



MANUFACTURING

THE RIGHT TOOLS HELP MANUFACTURER REDUCE FULFILLMENT AND SHIPPING COSTS BY 30%

CUSTOMER CHALLENGE

This multinational tool manufacturing conglomerate decided to bring all of its brands under one roof to reduce marketing redundancies and inefficiencies. As a result, the company needed to replace individually branded marketing collateral and point-of-purchase materials to create a uniform image and combine formerly separate order systems into one integrated portal incorporating ordering, shipping, tracking and inventory management. However, the system had to recognize that not every brand or product was sold in every market. It also had to separate billing and reporting by product and representative.

AMWARE SOLUTION

Amware had already been providing inventory management and fulfillment for two divisions of this company. Building on that comprehensive order and delivery system, we worked with the company to develop a schedule for incorporating the remaining divisions, coding every product and system user to control access, generate bills by product line or brand, track ordering rates and set ordering limits.

RESULT

Company sales staff can now order from a selection of more than 1,000 marketing pieces, either individually or as prepackaged kits. Most orders received by 2 p.m. ship by 5 p.m. the same day. The company reduced its print, storage, obsolescence, fulfillment and shipping costs by 30% over a two-year period.

ABOUT AMWARE

Amware Fulfillment helps fast-growing companies create highly efficient and scalable fulfillment operations. Amware operates 15 warehouses, coast to coast, for 1-2 day delivery to 98% of the U.S. Our Marketing Fulfillment services are specifically designed to manage distribution of print and promotional materials.

Services include:

- > Pick and pack fulfillment
- > Digital printing and design on demand
- > Print management
- > Customized kits and booklets
- > Lead response
- > Compliance

Contact us

866-563-4637

[Email Amware Sales](mailto:sales@amwarefulfillment.com)

amwarefulfillment.com