



## **TOPPAN** TOPPAN MERRILL

**TOPPAN MERRILL CONNECT™ (“CONNECT”) STOREFRONT**

Leading holding company partners  
with Toppan Merrill to fast track print  
and fulfillment ordering portal.

“Our implementation and website deployment with Toppan Merrill was very smooth. From the training to last minute details, the experience was top notch. The Toppan Merrill team made the transition from our previous vendor so seamless and easy. We are very appreciative of Toppan Merrill’s patience, understanding and hard work! It has really paid off for our teams and we could not be more excited to continue our work together!”

– Senior Marketing Executive

## Company Profile

The Company is a multi-faceted, diversified international holding company that owns and operates businesses across a range of industries and ranks among the largest privately owned companies in the United States.

## Challenge

The Company was challenged to find a new supplier to provide ordering and fulfillment of their marketing kits and materials after being informed by the current supplier that their service would be discontinued. The Company was left with less than five months to find a new supplier that would be able to not only service their current needs, but complete implementation for three of their business units in a very short timeframe. In addition, The Company wanted to find a supplier that offered more advanced features that would support their vision for future communications and distribution capabilities.

From the start, cultural synergies and Toppan Merrill’s ideal midwest location drew The Company to Toppan Merrill. As the discussions progressed, Toppan Merrill’s expertise and proactive discussions around implementation phasing and knowledgeable recommendations and support of critical current industry regulatory requirements made Toppan Merrill the obvious choice.

Toppan Merrill was awarded the contract and had less than 90 days to onboard The Company in order to ensure compliant materials dissemination without service interruptions. Toppan Merrill’s dedicated team of business analysts, project and account managers immediately began to gather business requirements to ensure they met the fast approaching launch date. The implementation included three business units as well as two separate single sign-on and CRM integrations.

## Solution

Toppan Merrill quickly identified The Company’s scope of needs, which included an intuitive user-interface, product and usage reporting and the ability to update products on the fly without blackout days. Toppan Merrill was able to creatively solution a phased approach to accomplish the clients’ immediate needs and technology enhancements without jeopardizing the launch date. Phase one included an easy-to-use ordering portal for their 1,500 kit and fulfillment items, replacing all the functionality of their current supplier. Phase two included new enhancements that complemented their ordering portal, such as custom kits, specialized ordering approval queue, item filtering for user groups, PDF stitching and more.

During the implementation process, Toppan Merrill was able to save The Company money by identifying cost savings and workflow efficiencies. Examples include expanding their POD program by offering different stocks and finishing options, which not only saved money but reduced risk of item obsolescence. Toppan Merrill also took a data-driven approach to The Company’s kitting process, which allowed the client to identify and manage kit items by monitoring usage and running macros to ensure SLAs are always met. The Company was also able to save money with Toppan Merrill’s consolidated approach to shipping by utilizing a rate shopping tool.



“Thanks to all of the Toppan Merrill team for making this happen so quickly. I’m really happy with how the ordering site looks and functions-very user friendly!”

–Marketing Manager

### Results

Ultimately, Toppan Merrill was able to launch The Company’s ordering portal on time and deliver the subsequent phases ahead of schedule. Toppan Merrill also managed a seamless transfer of physical materials from their existing supplier. The Company believes the dedication of resources – and Toppan Merrill’s consultative expertise – were key to the successful outcome. Not only was Toppan Merrill able to exceed delivery expectations, but also saved The Company money by identifying cost savings and workflow efficiencies. Since the launch, The Company has awarded additional work to Toppan Merrill, including the fulfillment of their promotional items and one of their largest print and direct mail project to-date. Toppan Merrill has also been awarded “preferred” status for their future print and fulfillment projects.

1,500

Kit and fulfillment items  
implemented in 90 days

**Service + Consultative Approach + Expertise = Success**

Toppan Merrill secures solutions at every phase, so you can secure ongoing impact and growth.