



Rightsizing document fulfillment eases fixed costs

Keeping only essential services onsite strengthens profitability.

Business critical product manuals and printed inserts move to a variable cost model that functions efficiently and responds quickly as conditions change.

Challenge

The business units had conflicting needs. Real estate used for print production was earmarked to be reclaimed and repurposed for other revenue-generating manufacturing processes. At the same time, print volumes, service levels and timelines needed to be maintained.

Needs existed nationwide, but due to shipping time and costs to other parts of the country to meet SLAs, the onsite print and fulfillment center was operating at a loss. The legacy fixed-cost supply chain model was no longer sustainable.

Onsite print and fulfillment capabilities were limited due to lack of space for the variety of equipment needed. Multiple vendors were being used for print production and distribution across business units, resulting in challenging administrative tasks.

Multi-Phased Solution

G&A considered both the logistical and financial aspects while conducting due diligence throughout the assessment phase and well before recommending a solution.

Our seasoned industry experts determined that the best approach would be a “hybrid” combination of limited essential onsite services while leveraging a nationwide network of partner-based secure closed-door facilities offering “pay-as-you-go” services.

The network approach addresses multiple issues at once, including disaster recovery options throughout the country, nationwide color compliance and quality control, and an extensive range of print and document finishing and handling capabilities. “Distribute-and-print” routing ensures documents are produced at the location nearest the delivery point, reducing shipping costs. With a flexible cost model, expenses now reflect production peaks and valleys.

Results

- Move from a fixed to variable model; costs match needs
- Equipment reduction frees up physical space
- Wider suite of services satisfies varying needs of each business unit
- Additional locations take advantage of the strategic partner relationship
- On-demand print and fulfillment reduce storage needs
- SLAs are met regardless of circumstances
- Shipping time and fees are reduced no matter where the prints are needed
- Consolidated work from multiple vendors achieves smoother print management
- Visibility into production and fulfillment spend is provided by detailed, consolidated billing and reporting
- Business continuity is maintained during high and low demand and unanticipated circumstances such as acts of nature