



SIGNIFICANT COST SAVINGS INCREASED BRAND EFFECTIVENESS High Tech Company Automated Workflow Case Study

High tech company headquartered in Boston with multiple national locations and/or subsidiaries.

The process for procuring and producing their sales collateral followed a typical print production ad-hoc workflow for their four to six-color pieces. Over the past year, 97% of these items are represented by six common job formats.

While an ad hoc workflow once made sense for print jobs with unique production specification, recent technological updates made this an inefficient process for repetitive orders with similar specifications.

BUSINESS CHALLENGE

Customer submits request for quote.

CSR receives RFQ and provides order configuration.

Estimating provides order configuration and pricing verification.

CSR submits quote to customer.

Customer then submits a print request.

CSR coordinates job scheduling with planning and provides proof collaboration with customer.

Planning coordinates purchasing requirement and scheduling allocation.

Prepress receives files from customer and provides either PDF or hard proof for review/approval.

Customer reviews and approves job for press.

SOLUTION

Customer initiates order via Web-based end-to-end portal.

Collateral printed digitally or conventionally based on quantity and cost efficiency.

Customer reviews proofs and, if approved, releases job to print.

Customer submits order to LVI.

RESULTS

Reduced order time through automated approval routing and order submission.

Cumulative savings of 26% or total savings of \$170,000.

Reduced overall print costs on specific SKU.

Improved overall turn time from order through delivery.

Improved customer experience by offering a more efficient print procurement process.

Reduced administrative costs associated with print procurement process.

Improved reporting and job tracking.