



## SIGNIFICANT COST SAVINGS AND INCREASED BRAND EFFECTIVENESS University In New England Case Study

### BUSINESS CHALLENGES

This university needed a better, more cost-effective way to manage lower quantity print orders.

Produce information sheets for over 50 different majors.

Cost-effective way to manage quantities from 1 to 1,000 or more.

Reduce time, cost and burden associated with creative and production.

Standardize look and feel of all information sheets.

Make collateral copy consistent from order to order yet flexible enough to keep up with changes in faculty and faculty interests.

Eliminate costly inventory.

### SOLUTION

A fully integrated Web-to-print site that allows for the versioning of pre-determined templates for each major at the university, this site eliminates waste and the need to pre print and store collateral for each of the departments at the school.

### RESULTS

The university can now create information sheets for all of their majors from a single versioned template.

Information sheets are produced and shipped in two business days.

Design of all information sheets is consistent.

Artwork is consistent with the goals of each major.

No inventory. Obsolescence eliminated.

Collateral is ordered as needed, allowing for timely updates of information.