



CASE STUDY

Global Marketing Collateral Management

The Business Opportunity

An international organization was looking to both optimize and control from a centralized corporate point of view, its printed marketing collateral communications and their global distribution, gaining benefits beyond their current sourcing process. The company has offices and provides services in many international countries. They have a diverse set of product needs that include marketing collateral, direct mail, product literature & manuals, event signage, and promotional products. Their current process was a mix of single centralized location production along with local in-country sourcing done by local offices. Shipping globally was prohibitively expensive and sourcing by the local offices did not provide the visibility, brand, and expense control corporate headquarters needed.

The Solution

DTP engaged with the company to develop and implement a global print management program, leveraging technology and supply chain expertise, to deliver a more efficient model. Working with stakeholders across departments and geographic locations, DTP gathered all the data, materials, business rules and objectives necessary to complete due diligence and begin developing the optimal print & distribution model on a global basis. Analysis and testing of the requirements included geographic location(s), product capabilities, production quality, pricing, warehousing and fulfillment. Production & distribution costs were modeled against volume and geographic requirements to determine the optimal production sites.

JUPITER, DTP's technology platform, was utilized to automate the global production process by incorporating the appropriate production sites according to geographic and production requirements. By creating a customized private network of providers with defined service levels, the company was assured the security, reliability, and critical to quality service for their print and communications. JUPITER was also utilized to provide a customer facing application for the companies' global users. All approved materials are available to users, in an e-commerce experience, according to geographic location, authorized level, and translated into local language(s). Administration levels allow corporate full visibility of all global activity, reporting, and back-office functions.

The Benefits

Our Customer has met, or exceeded, all of its initial goals and objectives, and through a continuous improvement initiative working with DTP, sustain and improve their performance. The benefits achieved include:

- A 38% overall save on product cost and distribution.
- Greater visibility and insight into sales and distribution channel(s) behavior
- Improved Brand governance, corporate & regulatory compliance
- Faster time to market
- Reduced obsolescence and inventory levels
- Provide localized content and language while maintain compliance
- Integrate JUPITER with existing CRM/ERP systems, leveraging existing investments