

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are set against a clear blue sky. The perspective creates a sense of height and scale. A semi-transparent blue vertical bar is overlaid on the left side of the image, containing the 'rrd' logo and the text 'FINANCIAL SERVICES'.

rrd

**FINANCIAL
SERVICES**

LOWERING COSTS AND RISKS FOR A TRUSTED GLOBAL FINANCIAL SERVICES GIANT

Financial Services Case Study



RRD'S SOLUTIONS

- RRD created a unique sourcing model that enabled the client to place greater focus on its own core competencies, such as investment management, retirement planning, brokerage, and for its 20 million individual and institutional customers.
- RRD's print production specialists manage the firm's daily marketing production demands through our CustomBuy eProcurement solution.
- RRD is responsible for printing and distributing nearly all of the firm's print and direct mail materials.
- Working together, we help the client identify opportunities to enhance efficiency, increase quality, and reduce costs. Our approach included material standardization, specification re-engineering, and production optimization.



RESULTS



RRD is now an integrated extension of the firm's marketing team, streamlining their procurement process, and **REDUCING COSTS**



Produced **\$4 MILLION** in marketing communications materials in 2017 alone



REDUCED COSTS by approximately **30%**



THANK YOU