

rrd

**FOOD
SERVICES**



A CENTRALIZED PRINT MANAGEMENT SYSTEM FOR A MAJOR FOOD SERVICES COMPANY

Food Services Case Study – RRD Custompoint and RRD Custombuy



CHALLENGE

Costs escalate and time-to-market slows for promotional materials

The client creates thousands of personalized promotional featuring food items at their venues during specific time periods – **quick turnaround times and pinpoint accuracy are a must**

Two divisions suffered from production delays and high costs. They needed a partner to take full control of promotional initiatives – ordering, customization, production and more – while reducing overall costs. That partner was RRD



SOLUTION

Reducing vendors while increasing control and transparency

RRD CustomPoint and CustomBuy solutions gave them control and transparency over on-demand printing, customization, purchase orders and pricing – all in one interface

In addition, we helped to:

- Consolidate **thirteen** purchasing groups into one
- Reduce their vendor roster from **1,000 to 30**
- Create customized design and layouts for more than **200 locations**
- Track overall spend, manage supply chain better and reduce costs
- Streamline ordering, improve supply and meet demand



RESULTS

Significant savings for 3 programs run in the first 18 months and an appetite for more



47%
SAVINGS

2,000 HOURS
Worth of customized
Designs and layouts
that serve over



200
LOCATIONS



On-boarding for **2**
ADDITIONAL DIVISIONS



THANK YOU