

rrd

**PRODUCTION &
FULFILLMENT**



MANAGING GLOBAL COMPLEXITIES WITH INNOVATIVE COMMUNICATIONS SOLUTIONS

Production and Fulfillment Case Study



RRD'S SOLUTIONS

Centralized prepress and creative design services

- Unification of the efforts of different external agencies and internal stakeholders led by our team of top premedia specialists
- Streamlined project management tools, online proofing capabilities, and a global file sharing platform
- Ability for all parties to openly communicate and collaborate together

Print management services

- Centralization and automation of the bid procedures for transactional print items
- Creation of a database for print specifications
- Standardization of all material and design requirements for printed efforts
- 4 on-site print production specialists and off-site subject matter experts providing budget analysis for internal stakeholders, design consultation, vendor management, SOW's, and best practices

Logistics services

- Centralization of the postage management process previously managed independently by each business owner
- Full visibility on the postage spend across the enterprise, and reconciliation of all jobs to the actual spend so monies are returned to each business' budget
- Elimination of all postal mark-ups from the agencies and printers previously used



RESULTS



\$24.3
MILLION

Savings In 3 Years



12.8%

PRINT MANAGEMENT

1st Year Savings



24.6%

PREMEDIA

1st Year Savings



7%

Diversified Spend
Captured



\$6.5

MILLION

Postal Savings



THANK YOU