

AN ON-DEMAND MEDIA MANAGEMENT SOLUTION TO SAVE TIME AND CUT COSTS

CUSTOMER CHALLENGE

A Fortune 100 equipment manufacturing company struggled to maintain global consistency in literature. Using a traditional model, the manufacturer stuck to forecasting demand, long print runs, large inventories, warehousing, and a high level of obsolescence. The company wished to create a solution that eliminated costs, removed inventory, and improved the overall experience of end-users.

ELANDERS SOLUTION

Through our **VELOCITY^g** solution, the customer's needs were fulfilled in a way they never thought possible. **VELOCITY^g** fulfilled their need for high quality materials, while eliminating the need for forecasting, long print runs, inventory, warehousing, and obsolescence. Through the use of **VELOCITY^g** we were able to simplify operations saving both time and money for the client.

KEY CUSTOMER BENEFITS

IMMEDIATE COST REDUCTIONS — Just-in-time global distribution of print and digital media resulted in immediate and significant cost reductions. By migrating from a traditional model to a just-in-time environment, costs associated with inventory, obsolescence, international shipping, and the management of international tax and customs issues were removed.

FAST, PREDICTABLE TURNAROUND — A fast and efficient media management distribution model was implemented allowing materials to be produced in close proximity to their final destination. Through this model, the customer experienced reliable global delivery that avoided international freight and customs delays.

CONSISTENT GLOBAL BRAND AND COLOR REPRODUCTION — Proprietary techniques, state of the art software, and Midland's G7 Printer qualification were implemented to assure precise adherence to branding specifications and colors, regardless of media type or global location. With this solution, our client has preserved image appearance and message across all media, maintaining their corporate "voice" in all marketing and technical materials locally, nationally, and globally.

ONE-CLICK VERSION MANAGEMENT — In a quick-to-change business environment, our client had waste due to obsolescence of materials. Our solution offered the client unmatched flexibility to quickly and easily update files through a central repository. This created the ability to make both major and minor adjustments and have them immediately replicated, as needed, across the globe. The result was savings of both time and money by guaranteeing that the most accurate information was always available to their customers and business associates for production and distribution.