

Case Study

National Multilocation Retailer



Fortune 500 Corporation



700+ locations in 40 states



100,000+ employees

About the organization:

This Fortune 500 retail organization had more than 700 retail locations, operations in over 40 states and more than \$54 billion in annual revenue.

Business challenges and strategy:

Before 2010, the Enterprise account relied on local printers and drop shipments to support its more than 700 retail locations, sacrificing efficiency and potential savings. The company was frustrated by the lost opportunities to create economies of scale and its lack of insight into whether stores were using the latest materials and staying on brand.

The organization knew it could achieve superior buying power and brand control if it had a single partner with the footprint and capabilities to service all 700 locations. But it needed more than just a print vendor. It needed a partner with a technological foundation to manage budgets at the local level and to view reports on local usage and spend.

OneTouchPoint quickly emerged as a leader, differentiating itself from the competition both with its domain expertise in local marketing execution as well as its technology offering, U.Connect, a platform that enables end-to-end management of marketing campaign execution from production to distribution—which could be integrated with the company's existing purchasing system.

KEY OBJECTIVES:

- Gain economies of scale
- Ensure consistent, brand compliance with comprehensive brand management capabilities
- Streamlined budget control across locations
- Reporting to provide insights into spend by location and job
- Maintain accurate inventory

CURRENT RESULTS



10+M pieces ordered through U.Connect annually



Localized budget control



Streamlined processes



Simplified operations



Spending insights & reporting



Systems integration



Centralized brand management

"They put as much attention to a little email as a huge order. Everything is expedited. It's timely. They either meet the ship dates or they're shipping earlier than expected."

DIRECTOR, FORTUNE 500 COMPANY



Strategy, Goals and Results

Within the first year of working with OneTouchPoint, the telecommunications company was so impressed with the high-touch service, order quality and accuracy, and pricing that it chose to renew its contract. OneTouchPoint now delivers all offset printing, print-on-demand, and large format jobs for more than 700 retail locations nationwide, plus their call centers. This material ranges in form and size from brochures to posters and retractable banner stands.

Brand decision-makers can now make informed decisions on how best to achieve goals at the national and local levels, optimizing marketing execution. OneTouchPoint's U.Connect solution empowers local store managers to order what they need when they need it, in large or small quantities—with the ability to customize content like customer information and local store contact details while remaining compliant with brand requirements.

Where competing providers could offer only third-party solutions, OneTouchPoint created a bespoke, customer-branded catalog integrated with SAP Ariba, making ordering simple 24/7. Manual quotes, purchase orders, and invoices are a thing of the past. Once an order is placed, the system automatically queues it for sign-off, if needed. The moment it's approved, OneTouchPoint receives the request and begins preparing for delivery. Tracking, pricing, and billing happen automatically, requiring no user intervention.

When organizational leaders need deeper insight, the platform gives them a central place to evaluate spending and streamline operations based on up-to-the-minute ordering data. Even as U.Connect processes orders behind the scenes, customer service remains in-person, and any user can contact OneTouchPoint representatives directly and count on an immediate reply.

SHORT-TERM GOALS:

- Brand governance; ensure brand integrity across channels
- Reduce complex vendor management with a single source provider
- Leverage tech enabled controls to:
 - Assign budgets by location
 - Provide centralized hub for all assets
 - Instantly deploy, update and remove materials, ensuring brand

LONG-TERM GOALS:

- Monitor inventory & costs, allowing leaders to analyze receipts for printing orders across hundreds of locations
- Empower locations to manage their own spend / budgets
- Cut production and shipping costs without sacrificing service

Technology Solutions Implemented

- U.Connect - TCMA Platform
 - Digital Asset Management
 - Brand Management module
- Order Management & Fulfillment
 - Fulfillment Services
- Print Services
 - Lithographic Printing
 - Grand Format
 - Digital-on-Demand
 - Variable Print
- Managed Services
 - Print Management
 - Mailing Services
 - Warehousing Services