Case Study

Major US Manufacturer Streamlines Print Management

Manufacturing

Overview.

A leading US manufacturer tackled inefficiencies within their in-house print and distribution facilities by partnering with OneTouchPoint. Prior to the collaboration, the company faced soaring costs, fragmented operations, and time-consuming vendor management. OneTouchPoint implemented an innovative, end-to-end solution that drastically simplified their processes, reduced costs, and refocused employees on core business objectives. The partnership provided over $3.5 million in total savings since partnering with OTP and delivered consistent, measurable improvements in operational efficiency.

About the Organization.

A top-tier US manufacturing company was struggling with the increasingly complex task of managing its document printing and distribution facilities. The challenges weren't just financial; operational inefficiencies were a drain on critical resources. To stay competitive in their industry, a streamlined, cost-effective solution was essential. Enter OneTouchPoint, a trusted provider of marketing supply chain solutions with decades of expertise and a proven track record of delivering measurable results.

Business Challenges.

The manufacturing company operated a sprawling in-house print shop and mailroom that supported both on-site and offsite printing and distribution requirements. This meant managing multiple vendors, equipment, IT resources, service agreements, and supply chains. With these operations scattered across various facilities, the overall process became increasingly inefficient.

Current Results.

- ✓ $3.5 million in annual savings
- ✓ Streamlined back-office processes
- ✓ Simplified vendor management

Key Pain Points:

- **Escalating Costs:** The costs associated with maintaining in-house equipment, vendors, and infrastructure steadily rose.
- **Fragmented Vendor Management:** Dealing with multiple contracts and service level agreements created logistical bottlenecks.
- **Resource Drain:** Employees were pulled away from their core responsibilities to manage the complexities of the in-house print shop.

The company recognized the need for a consolidated approach that could simplify operations, reduce costs, and empower their employees to focus on strategic business growth.

Key Pain Points.

- Escalating costs
- Fragmented vendor management
- Ineffective in-house print shop

Strategy & Solutions.

OneTouchPoint was brought in to overhaul the company's print and distribution functions. Leveraging their extensive experience in commercial print services, fulfillment, and distribution, OneTouchPoint developed a comprehensive solution tailored to the manufacturer's specific needs.

Key elements of the solution included:

- **On-Site Management:** OneTouchPoint implemented an on-site program staffed by over 60 associates to oversee production, fulfillment, and distribution. This also included IT and equipment maintenance, relieving the company's employees of day-to-day operational burdens.
- **Hybrid Fulfillment Options:** For offsite distribution, OneTouchPoint used its network of geographically dispersed facilities to reduce shipping and inventory management costs.
- **Advanced Online Tools:** Customized online fulfillment management tools were introduced, giving the company real-time visibility into order tracking and inventory levels while streamlining decision-making.
- **Comprehensive Support Services:** Additional features such as call center support, lead management, and receptionist services were provided to further ease the company's workload.

This all-encompassing approach made OneTouchPoint a true partner rather than just another vendor, simplifying complex processes and consigning many administrative headaches to the past.

Solutions Implemented.

- Print Services
- Order Management & Fulfillment
- Managed Services

Results to Date.

The implementation of OneTouchPoint's integrated solution led to significant benefits for the manufacturer. Some key outcomes include:

- ✓ **Cost Savings:** Since 2003, the company has saved over $3.5 million due to streamlined processes, reduced vendor management costs, and optimized fulfillment operations.
- ✓ **Operational Efficiencies:** The business saw a **10-12% annual reduction** in direct material costs and productivity gains. Machine uptime also improved, along with on-time delivery rates.
- ✓ **Employee Productivity:** By centralizing print management under OneTouchPoint, employees were free to focus on strategic initiatives instead of administrative tasks.
- ✓ **Consistency and Quality:** OneTouchPoint's centralized model ensured consistent quality across all locations, boosting the manufacturer's brand image and operational reliability.
- ✓ **Simplified Processes: T**he company moved from fragmented vendor management to having a single point of contact across their global facilities.

Positive Business Impact.

By partnering with OneTouchPoint, the manufacturer transformed its in-house print and distribution operations, achieving substantial cost savings and remarkable operational efficiencies. This partnership highlights the profound impact that expert outsourcing can have, not just in reducing expenses, but in empowering businesses to focus on their core competencies.

© 2025 OneTouchPoint Corporation | 1touchpoint.com