

## Client Case Study – Print On Demand

### Requirement:

The outsourcing production of printed documentation

### Client Issue

Publisher had a full in house production department but were looking to reduce stock holdings of paperbacks. Their print reprographic setup was reliant on one printer who had been printing the books from the start in print runs of 1,000+.

Of the turnover up to half the stock holding was unsold over a 12 month period. This represented 80% of the balance sheet stockholding.

### Analysis

To implement the strategic sourcing required a restructuring of departmental roles and the introduction of a strategic POD sourcing process.

We highlighted two types of POD offering, the first had full EDI links to the book trader. The second type of suppliers often had slower machines and less automated processes. There were only 8 valid suppliers of the first offering while there were upto 8,000 of the second offering. The second offering were only effective if the Publisher required low runs of the books.

### Our approach was as follows:

Investigate and recommend suppliers who can guarantee rapid SLAs as the documents needed to be produced out of normal working hours. The recommend suppliers also needed to be utilising the latest technology to ensure the production of high quality results with the necessary security safeguards in place to ensure best practice compliance. We selected companies ONLY in the first option because of this was the most appropriate.

### Deliverables

After investigation the team identified the project was not only time dependant, but required a more robust workflow process to guarantee delivery of accurate documentation of the highest print quality, realistic cost, highest touch point distribution and fast turnaround.

### Improvements included:

- Strategic processes designed and implemented
- Reduced lead time
- Higher grade print quality
- Print to order
- Distribution direct to market

### Processes used:

- Implementation of strategic outsourcing process and organisational design
- Procurement in line with required service level agreements
- Fully detailed project implementation plan
- Validated channels and files

### Business Scope:

- To reduce stock holding of materials
- Reduce supplier turnaround times
- Reduced set up from 8 hours to 1 hour
- Decreased stock holding
- Documented to ISO 9001
- Increase global channels

### Timeframe and resource required:

- Project duration: 3 months
- Resources used: 2 consultant