

Streamlining the Print & Procurement Processes for a National Restaurant Franchise

CHALLENGE

In the summer of 2015, our client, one of America's top family entertainment and restaurant franchises, realized they needed help producing a myriad of consumer facing materials, such as menus, banners, posters, table tents, signage and more. At the time, the company was employing a very decentralized production process, specifically from a procurement standpoint. The marketing team handled some vendor procurement and print production needs, while the procurement team handled others and individual franchise managers took care of whatever they needed on their own. There was limited insight into their overall print processes – with questions like, *where was the piece produced, when and at what cost*, left unanswered. While saving money on production was important, the thing the client cared about most was acquiring detailed reporting on their print operations. The company called in Novitex to help bridge the gap between their siloed procurement processes and enhance their project reporting capabilities.

ANALYSIS

As a first step in our process, Novitex began holding introductory calls and on-site meetings with the company's procurement and marketing teams in order to thoroughly assess the situation. Our team uncovered that achieving the goals of optimizing their print spend, producing detailed reports and improving process efficiency were our top priorities for this company. Upon deeper analysis, our solutions team was also able to reveal that we could realize significant cost savings, ranging from 10-20% from their most frequently printed items by implementing one of our integrated solutions.

SOLUTION

To help improve process efficiency and provide detailed insights into their print spends, Novitex introduced the client to Connect. Connect is the only web-based, end-to-end document composition workflow tool that can provide an auditable trail of print jobs and spends from creation, to sourcing, to production and distribution. Costs savings and productivity generated through the use of Connect are completely transparent, providing the insights this company needed in order to close the loop on their corporate print and procurement processes. But most useful of all for this client, was that Connect provided a centralized portal where procurement processes could be unified and transparent across their entire, decentralized organization. A complete transformation from their previous way of doing business.

Novitex placed expert print procurement team members onsite at this client location to manage the client's current assets in the customized Connect portal, coordinate print requests for the organization, and who are responsible for benchmarking and reporting on ongoing savings.

