



WHITE PAPER

CENTRALIZATION OF REPROGRAPHIC SERVICES

How a FMCG company redefined its reprographic process
through centralization by DSN

CUSTOMER PROFILE

Who?

A tea and coffee company with an extensive portfolio of retail and out of home products, sold across Europe, Brazil, Australia and Thailand.

The Goal

Through value-added offerings, innovations and expansion, the company's ambition was to grow to a top provider of tea and coffee worldwide.

CASE OVERVIEW

After acquiring strong locally managed brands dispersed over Europe and pioneering coffee solutions, the customer felt a strong need to support the business with a central print management agency. By partnering up with DSN as a central reprographic service provider, the following goals were targeted:

1. Increase color consistency to boost brand power
2. Become printer independent throughout different printing techniques
3. Realize cost efficiency and transparency

When implemented, the new way-of-working would facilitate further optimizations in the workflow management such as online approval, job tracking, KPI reporting and Digital Asset Management. Before partnering with DSN, brand knowledge was diffused among different agencies and print suppliers across Europe. Sales units were working within a non-standardized process. Consequently, setting up a centralized way of working would require a strong supporting role by both DSN and the client's upper management. To guide the client to optimal results, a dedicated team of experts would need to be established. Comprised of multilingual and print technical account handlers, the team would act as a point of contact to bring stakeholders up to date on the new way of working.

THE SOLUTION

Considerable cost reductions in artwork roll-out and artwork changes, as the cost of managing artwork from one centralized location is much lower compared to design agencies. Savings were achieved due to printer independency, as clients have an improved negotiation position towards print suppliers. Volume could be moved if the client is unsatisfied with conditions. Costs were reduced thanks to in-depth reporting on key performance indicators. Monthly reporting showed improvement plans and meant to control and reduce costs, and these findings could be implemented swiftly for immediate results. The use of online tools streamlined and facilitated the process. A clear process with clear roles and responsibilities improved the graphical flow and the work of all stakeholders involved.

THE RESULTS

- Through fewer contacts and shorter communication lines, brand control was increased
- The amount of the re-work decreased significantly and more cost-efficient processes were implemented
- Due to the centralized process, reprographic cost centers became more visible to the customer

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