



## CASE STUDY

# AN ANTIQUE EQUIPMENT PUBLICATION PROGRAM

## CUSTOMER CHALLENGE

A Fortune 100 construction equipment manufacturer needed to support ongoing customer requests for over 10,000 non-current publications. The majority of these non-current publications are for antique equipment that has been out of production for over 25 years.

This customer was maintaining the non-current titles in file cabinets in their technical publications department. When a request for a publication was received, a technical writer in that department would locate the title, photocopy it, and mail it to the end-user. The process was tedious, time-consuming, and produced a poor quality publication. Plus, the technical writers were spending valuable time fulfilling these orders rather than writing and editing current titles. The challenge for this customer was to better manage noncurrent publications — streamlining the process and improving the quality of publications for the end-user.

## ELANDERS SOLUTION

Elanders offered a solution that not only met the customer's needs but exceeded expectations. It included:

- Publication Database
- 800# Call Center Ordering Service
- On-Demand Printing and Fulfillment
- Catalog Listing

To establish the publication database, the customer entrusted Elanders with responsibility for maintaining the non-current publications. These antique publications were scanned and converted to electronic files and then stored in a file repository. This allows titles to be located quickly and printed on-demand, as ordered. And because the files are electronic, they cannot deteriorate any further, as the paper copy could.

Elanders provides an 800# Call Center Service for literature ordering, credit card billing, and order fulfillment. The entire process is built on a quick-turn model with titles being printed and shipped in as little as three days from order.

Each quarter, Elanders compiles a summary of all titles sold to end-users and the total cost. A percentage of that total cost is then paid to our customer as royalties, providing them with a new revenue stream without additional expense or effort.

Elanders also suggested developing a catalog containing a list of all available non-current titles. This catalog is updated, proofed, and approved by the customer's Brand Management Department, then circulated to end-users along with the 800# for ordering.

## KEY CUSTOMER BENEFITS

- A new revenue stream is generated for the customer — at no additional expense or effort.
- The customer no longer bears the burden of managing the non-current titles and manually fulfilling order requests.
- Non-current publications are saved from deterioration and extinction through scanning and conversion to an electronic file format.
- The end-users receive a higher quality publication in an on-demand environment.
- A catalog of all non-current publications is made available to end-users.
- The program is scalable to add new titles or date ranges of publications as customer demand dictates.