



CASE STUDY

A GLOBAL MEDIA MANAGEMENT SOLUTION

CUSTOMER CHALLENGE

A global construction and mining machinery manufacturer with rapid overseas growth was looking for a solution that would allow them to accurately, effectively, and efficiently manage their global media needs. Using a traditional model, all orders were fulfilled through a U.S. based warehouse and stocked using forecasting models, with inventory coming from multiple suppliers. This not only created large amounts of waste from obsolete materials and inefficiencies, it also added to the growing costs associated with global distribution.

ELANDERS SOLUTION

Elanders implemented **VELOCITY^g** which fulfilled the customer's need for high quality, consistently branded materials across the globe. Elanders' global ordering solution, proprietary routing system, strategically located print facilities, and simplified billing options, allowed the customer to gain efficiencies in cost, quality, delivery times, and user experience. **VELOCITY^g** addressed several areas including:

Web Ordering

A customized web-based system was developed, which gave global dealers, factories, and individuals a secure way to place orders.

Distribution

Elanders' strategically located printing facilities ensured materials were produced nearest the final destination to avoid delays and fees associated with international shipping and customs.

Brand Consistency and Quality

G7 Printers qualification, paired with proprietary techniques and software, assure precise adherence to branding specifications and colors, regardless of media type.

On-Demand Production

All products were moved to an on-demand model eliminating scrap, obsolescence, and the need for warehoused materials.

Customization

Marketing materials were made fully customizable, through variable data.

International Taxes, Fees, and Shipping

VAT taxes, customs fees, and shipping regulations are all handled through Elanders.

Security Compliance

Automated systems check all orders and shipments against U.S. security standards and lists of denied countries to ensure adherence to all regulations.

KEY CUSTOMER BENEFITS

Simplified version control through a global file repository ensures:

- The most up-to-date information is always available for factories, dealers, and end-users.
- The elimination of multiple file databases and the associated management of these databases.

True Globalization allows the client to provide regional service and production in the appropriate language.

Increased Efficiency saves both time and money.

- Materials are routed and produced nearest the final destination avoiding delays and fees associated with international shipping and customs.
- Elimination of inventory and kitting allows personnel to concentrate on more value-added tasks.