CASE STUDY

AN INVENTORY DEPLETION & PRINT-ON-DEMAND STRATEGY

CUSTOMER CHALLENGE

A Fortune 100 equipment manufacturing company wanted to leverage the digitization of their technical and service literature — allowing them to use this information in a variety of formats and for multiple purposes. The company wanted to eliminate costly inventory and migrate from paper distribution to electronic delivery as the primary medium for providing technical equipment documentation to their end-user customers and dealer network. However, they still needed the ability to provide paper distribution of manuals as requested. This customer had been printing all technical and service literature through Elanders, placing it in a warehouse and fulfilling orders from inventory, as needed.

ELANDERS SOLUTION

Elanders suggested an inventory depletion strategy that would enable them to work toward elimination of inventory and move to a just-in-time printing model. The overall goals of the program were:

- Print only as needed or ordered vs. a print to inventory model
- Maintain the ability to deliver paper documents to their dealers and end-user customers
- Reduce obsolescence and scrap of unused or out-of-date publications
- Reduce inventory through a print-on-demand (POD) initiative
- Maintain an electronic library of information for repurposing to print, CD, DVD, or electronic delivery
- Provide technical documentation on a more timely basis

Elanders' solution involved analyzing literature order history and current inventory levels to determine when manuals would be moved to a print-on-demand mode vs. titles remaining in inventory and eliminated through ordering. By adopting this strategy, the company was able to leverage the digital file investment and make titles available for multiple uses in various outputs. The multiple-process solution included:

- 800# Call Center
- Transitional Warehousing Strategy
- Integration with Dealer Network
- On-Demand Printing and Fulfillment
- Streamlined, Automated Order-Through-Fulfillment System
- Over 10,000 titles to Print-On-Demand
- Content Management System

KEY CUSTOMER BENEFITS

- Created an electronic library of information that can be used for repurposing across all output media.
- Optimized communication between the company and its end-user customers and dealer network.
- Enhanced quality of the product and reduced overall turn-time and costs.
- Allowed for the ability to deliver paper documents or electronic information to dealers and end-users as requested.
- Produced a savings of $750,000 per year in scrap and inventory costs.
- Reduced 8,000 square feet of warehouse space used to store literature.
- Reduced the remaining inventory dollar value by $1.4 million.