



CASE STUDY

MEDICAL SUPPLY COMPANY'S TRANSITION TO PRINT-ON-DEMAND

CUSTOMER CHALLENGE

A U.S. based medical supply company followed a traditional print-to-inventory process for their marketing materials. Documents were acquired in large quantities for a lower per unit price. Changes to materials were frequent, and waste was high resulting in additional financial costs. Their print-to-inventory model failed to meet the transition to digital distribution as well as an increasing need to customize their brochures for conventions, equipment shows, and prospective customers.

ELANDERS SOLUTION

Elanders implemented an innovative transitional warehouse program, working down current inventory and moving titles to a print-on-demand (POD) program. Key components of the solution included:

- Content Management
- Web-based Online Ordering
- Transitional Warehousing
- On-Demand Printing and Fulfillment

Elanders' solution involved analyzing order history, current inventory levels, and revision frequency to determine the best solution to mitigate financial and resource burden on the client. Based upon our findings, many titles were placed in inventory and much of that stock was completely depleted before transitioning those titles to POD. Obsolete titles were immediately scrapped and converted to POD along with new and revised titles.

Additionally, Elanders developed a branded, web-based online ordering site; a one-stop shop for both inventory and POD titles. Centralizing all materials enhances version control, strengthens security, and provides a seamless order process for the user. Users can order literature independently or as a unique, project specific set assembled in a custom binder. POD and inventoried items are shipped together as one shipment and delivered directly to the salesperson or installation site.

The efficiencies gained through the POD model lead the client to expand the breadth of their POD titles, provided the ability to target specific customer segments, and make quick updates on-the-fly to meet their fast-paced medical market needs. Additionally, with the proven cost of ownership reduction and faster time to market, the system was expanded to include the client's manufacturing products. Factory orders are integrated into their production software and are delivered direct to production lines for a lean manufacturing, just-in-time solution.

KEY CUSTOMER BENEFITS

The numbers:

- 70% of inventory was completely depleted within 2 years
- Eliminated 97% of all future inventory, scrap, and associated costs
- Overall print market spend was reduced by 30%

The intangibles:

- Reliable and secure document revision control
- Quick, easy content management process
- Immediate publication of new, approved titles
- Customize brochures to specific events, regions, or market segments
- Respond quicker to market changes
- Expand the solution to other business areas