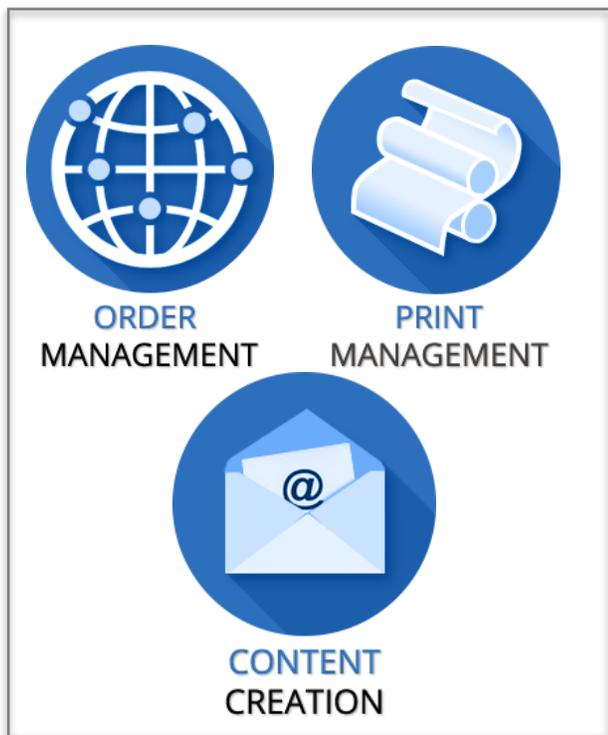# Print Management Case Study

Client: The case study relates to a leading owner, operator and investor in the senior living sector. Through their portfolio of partnerships, the company owns or operates more than 500 properties across Canada, the United States and the United Kingdom, offering seniors apartments, independent living, assisted living, memory care and long term care.

Objective: To create efficiencies and consistent branding across the 500 properties. The Seniors Home Operator was managing all of its print collateral at multiple site locations. Orders from all of its properties were being handled via phone/email/fax. Orders were taking an extremely long time to process and not reaching the properties in an acceptable amount of time. Spreadsheets were being utilized as a means of inventory control.

They had very little control of inventory and needed to better understand the allocation of their print spend. Large volumes of materials were being printed and warehoused with no accurate mechanism to understand usage or spend. Those orders requiring printing (flyers, brochures, stationary etc.) were being handled by their corporate design team consisting of ~12 designers. Each order was being handled as a "one off" meaning that a graphic designer was creating the art files for each and every order; a very time consuming and costly exercise.

At a strategic level, they seeking to offer better service to its properties, providing them with a tool set that in turn empowered them to serve their properties faster, more effectively while minimizing costs. They explored avenues that could potentially reduce its creative costs for print while maintaining their brand.

Tactically, the solution had too substantively shorten the turnaround time it took to get the required material to the properties. It also had to be accessible to all those that embrace technology and those who were not technically savvy.

Solution: AIIM deployed CONNX technology to satisfy their needs. AIIM Order Management Software (OMS) was deployed to both manage the preprinted inventory and print orders. AIIM utilized the OMS reorder point system to ensure that inventoried material would not run out of stock having the system notify product owners when goods are low in stock. The AIIM Storefront was implemented to allow you to leverage a templat- ed print-on-demand system. With the AIIM Storefront, the company introduced templated stationery, marketing collateral and direct mail campaigns.

Solution continued from page 1

All present via an easy-to-use web-based ordering system that made ordering easy while helping maintaining their brand standards.

A global approval process was put in place to ensure that an administrative representative approves each and every order before it enters the AIIM print queue.

Managed to Budget

Measurement:

An overall reduction in warehousing costs, inventory levels and courier costs

Employees now spend less time on a non-value added. Placing orders in mere minutes via AIIM storefront

Inventory outages have virtually been eliminated by leveraging the OMS reorder module.

A number of its inventoried print items to the AIIM ·PRINT ON DEMAND model. By using the data reports within OMS, AIIM was able to show you which items really fit the Print on Demand model.