



## Print Management is Rx for Animal Pharmaceuticals Leader

### Client

Leading provider of animal pharmaceuticals

### Market

Manufacturing

### Solution

Print Management

### Services

Print Sourcing  
Branded Merchandise  
Technology Services

### Benefits

- Sustainable cost savings
- Faster speed to market
- Auditable procurement processes
- Improved budget tracking
- Enhanced regulatory compliance

### SITUATION

A global pharmaceuticals company has a highly profitable animal health unit that spends \$6 million per year to promote its products to owners of livestock and companion animals. The company uses a wide range of tools, from brochures and fact sheets to point-of-purchase displays, posters and promotional items.

The marketing group for this business unit was looking for new ways to purchase printed materials more economically and efficiently. Their external ad agencies had been purchasing printing for the company, along with internal staff. There was little consistency in naming conventions for printed items, little accountability and no auditable processes. The company also wanted to double its diversity spend each year, but there was no system of record to give them visibility of progress towards that goal.

### SOLUTION

WorkflowOne designed a comprehensive print management program that uses a technology platform to ensure consistent processes among the company's internal marketing staff and outside agencies. Print orders are bid to a nationwide network of suppliers with appropriate equipment and superior service records to ensure affordable prices and on-time delivery.

Key components of the program include an online tool, called NetSource, for creating new projects:

- Specifications are entered into NetSource, either by agency or company staff, to capture all of a project's requirements, including paper, inks and varnishes, finishing, binding, packaging and more. Specs may be reviewed by others in the supply chain for confirmation before the job is bid.
- NetSource supports online bidding from multiple sources to ensure optimal pricing from suitable vendors who can produce work within desired timeframes.
- Jobs can be tracked throughout the entire production process, from estimating to order entry and delivery. This facilitates collaboration among the many people inside and outside the company who are involved in various phases of print projects.
- The tool automatically creates a repository of past work for easy reordering and tracking of prices paid over time.

*WorkflowOne designed an automated, streamlined print management process that places both the pharmaceutical company and its marketing partners on the same platform.*



*Marketing and Procurement are working hand-in-hand to drive cost savings and enhance outside agency performance.*

NetSource is an easy-to-use Web interface for job/order project entry that includes automated approval processes. By providing complete visibility into the supply chain, it supports continuous improvement of sourcing and procurement through:

- Centralized online storage of all project specifications, estimates, orders, job files and communications, so buying and marketing teams can easily share information.
- Instant feedback of accurate and timely pricing information to speed up decision-making.
- Real-time monitoring of all buying activity for analysis of team buying patterns both on a job-by-job and aggregated basis for better decisions.
- Interface with existing ERP technology to seamlessly exchange data with enterprise project management, order tracking and procurement systems.

A number of other process improvements were implemented as part of the print management program:

- Consistent naming conventions for easier tracking of items.
- Unique identifiers that categorize printed items by brand.
- Consistent capture of print specifications.
- Permission-based rules and restrictions for ad agency users.
- Cost-plus pricing instead of agency mark-ups for increased transparency and auditable savings.

## CONTACT US TODAY

To learn more about how WorkflowOne can generate results for your organization, contact your local representative or visit our website: [workflowone.com](http://workflowone.com)

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## BENEFITS

By designing an automated, streamlined print management process that places both the pharmaceutical company and its marketing partners on the same platform, WorkflowOne has been able to deliver the following benefits:

- Sustainable cost savings, including more than \$272,000 in just the first 6 months.
- Faster speed to market .
- Increased visibility of order transactions and overall print spend.
- Increased productivity across print team of agency and corporate personnel.
- Robust, auditable reporting on the company's diversity spend, paper spend, and spend by business group.
- Better information on ad agencies' track record in budget management.
- Enhanced compliance with Sarbanes-Oxley and HIPAA regulations.
- Procurement process consistency across both branded merchandise and print.