



CASE STUDY: HIGH PROFILE JEWELRY RETAILER SLASHES PRINT SPEND, INCREASES EFFICIENCY

CHALLENGE

A large U.S. jewelry retailer wanted to consolidate their multiple vendors and regain greater visibility into their print spend while maintaining consistent, optimal turn-times.

To realize cost savings, the retailer needed to improve on:

- Collective decision-making and buying
- Tracking transparency into print projects
- Development of a systemic approval process

RESULTS

Through this more automated, integrated approach, the client is positioned to gain a number of print efficiencies, including:

- Automatically generated POs from end-users
- Direct ingestion of orders into RRD's system
- Managed obsolescence
- Consistent, on-brand printed assets

SOLUTION

RRD, through its strategic partnership with Coupa Advantage, introduced a more automated and integrated approach using technology that eliminates touchpoints and enables overall spending transparency.

RRD also took over management of direct mail, commercial print, packaging, labels, and third party items.



Immediate cost savings
over **20%**

