

INCREASE EFFICIENCY

The Challenge

Transamerica Capital, Inc. (TCI), a leading provider of investment and retirement income solutions whose products are sold through financial professionals, was experiencing a tremendous growth curve. Struggling to keep pace with rising volumes, the company's marketing staff faced a burden in managing multiple print vendors, a separate fulfillment center, and print management and marketing design that were located in different cities. TCI wanted a partner with the expertise to identify and implement efficiencies in the print procurement supply chain and to integrate technology solutions to accommodate continued growth.

The Solution

After gaining a thorough understanding of TCI's products and needs as a foundation for helping to set objectives, the Nies team performed a detailed evaluation of the existing workflow. They then developed a single-source provider solution that would meet TCI's objectives and deliver results. Working within the requirements to make a seamless transition to the new, consolidated print production and fulfillment workflow, Nies:

- Consolidated print and fulfillment from four vendors to one
- Seamlessly moved 15 trailers of materials with no order interruption
- Integrated with existing customer systems
- Implemented a print-on-demand solution
- Established an on-demand kitting and distribution process
- Implemented a scalable and flexible workflow

The Value We Created

The new model produced immediate results.

- Reduced print and fulfillment spend by \$1.1 million in first year
- Sales grew 25%
- Spoilage and disposal decreased by 80 percent
- Monthly warehousing average costs reduced by 70%
- Fulfillment errors virtually eliminated

"With the right partner, managing your print and fulfillment activities can drive immediate and significant savings. Nies has shown a sincere desire for Transamerica to succeed, and their commitment to process improvement, technology-based solutions and quality continues to create value for our organization."

Mike Mathies, Vice President, Marketing

\$1,100,000

REDUCED SPEND WHILE GROWING SALES 25%