



## GLOBAL PRINT & STUDIO REVIEW

### PROJECT OVERVIEW

Engaged as white label support for a generalist procurement company with limited print and media experience. A global luxury brand were looking to restructure internal resource and reduce the cost of their high quality catalogue production across Europe, US and Asia. We provided temporary staff, analytics and a comprehensive supplier base to prove opportunity.

### PROJECT OUTCOME

**£165K**  
IN YEAR NET SAVING – PRINT

**14**  
STAFF TRANSFERRED UNDER TUPE

**7.5%**  
ANNUAL PRE-MEDIA SAVINGS

**£140K**  
PHOTOGRAPHIC SAVINGS IDENTIFIED

# PHILIPPINE SHAW / GLOBAL PRINT & STUDIO REVIEW

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## THE CHALLENGE

On learning of an impending audit internal staff alerted incumbent suppliers and ran a mini-tender that falsely skewed baseline.

Salary structures were artificially high due to staff not having to compete in a normal graphics market place.

The analysis would have to be very detailed and precise in order for the lead procurement company to communicate it effectively to the end client.

Every part of the process was effectively handled by a different department. These departments were duplicated across different time zones with varying remuneration levels.

The colour standard in place for production was under developed.

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## THE APPROACH

We placed a highly skilled sector specialist into the lead procurement company to conduct all analysis and provide detailed reports to verify the savings that we uncovered.

Identified significant opportunities for process improvement in other areas of the business not in scope. Flew team to US to present to a main board Director to get high level buy-in.

We analysed all job roles and how they could be managed more effectively.

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## THE SOLUTION

Renegotiated all paper and supply costs for catalogue production.

Transferred client staff in Europe under TUPE and those in US and Asia on current terms.

Through natural wastage worked with Marketing to replace current staff on more commercial rates.

Instigated hiring of Global Account Director to drive change and ensure new staff worked harmoniously with existing client personnel.

Helped to embed new software into client to improve data capture and report on the procurement process on a project level.

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## THE BENEFITS

A saving of £165k was found immediately and another £450k identified.

Client was able to reduce headcount by 14 people, with more planned in year 2.

Client staff that were TUPE'd across to a new provider were re-energised and felt part of a company investing in their field of expertise.

The move to salary levels more aligned to the sector had begun with minimum disruption.

A more robust colour standard was constructed and rolled out to the business as a contractual obligation for suppliers.

PS

LET US HELP YOU  
MAKE SENSE OF YOUR  
MARKETING PROCUREMENT