



Business Issue

Large Pharmaceutical company needed to save money on their marketing collateral and sales training programs and were looking at how they order the items, have them produced and how they are fulfilled.

What Growth, Inc. Did

We evaluated their current model to include analysis of all activity, volumes, print and distribution costs, order history and revisions required. We then customized a complete Print-On-Demand process. Items are now designed for and produced On Demand. Sales Reps access the EZ Order System, select their items and the materials are produced and distributed.

Results

Costs have decreased as over 50 items have been transitioned to On Demand and new items are set up in this new model. Obsolescence, Storage and Fulfillment costs have been eliminated.