Top 10 airline achieves total cost of ownership and improved inventory management

Situation
Our client, one of the 10 largest commercial airlines in the U.S., struggled with vendor management, document usage and inventory. Their ultimate goal was to reduce and control total cost of ownership, and allow staff more time to focus on their core responsibilities.

Solution
Our Enterprise Document Management Program addressed all of Hawaiian Airlines’ needs, including warehousing and distribution as well. Through outsourced supply chain management and a dedicated local team, we delivered a program that was proactive, flexible and accountable.

Outcomes
- Significant reduction in total cost of ownership
- Improved visibility and transparency
- Reduced backorders and out of stock situations achieving a 99+ percent fill rate
- Freed space and personnel from non-essential tasks

Global wine and spirit producer achieves greater brand consistency and maximum control over marketing programs

Situation
Our client, one of the world’s largest producers of wines and spirit, goes to market primarily through distributors who supply thousands of retailers with approximately 80 different brands.

Their marketing programs change frequently and are supported with printed POS materials, brochures, product display units and tasting events. Multiple systems used internally to manage these initiatives were proving inefficient. Brand managers could not get ideas to market optimally because of extended production lead times.

Solution
We delivered a centralized print solution and a robust online tool that eliminated the need for several internal systems. It also ensures that color standards are maintained across multiple printing platforms, methods and facilities. Their marketing group can now combine orders and keep track of budgeted spend.

Outcomes
- Top line growth through technology, process enhancements and account management
- Reduced costs through SKU standardization, POS site delivery efficiency, reduced head count and obsolescence

Big Results for Big Brands

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Seasoned Manufacturer: As a manufacturer, we have added control over quality, pricing, distribution and much more. We have the expertise to engage the Taylor location best suited to meet each of your program needs, taking into consideration product scope, geography, capacity, deadlines, etc.

Diverse Marketing Solution Provider: Taylor can leverage technology across the industry’s broadest network to create solutions that improve customer experience, drive efficiencies and grow revenue. We are a national partner with production capabilities representing virtually all forms of print and associated marketing services, including store- and client-level data management solutions and digital development.

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Big Results for Big Brands

Comprehensive Supply Chain Provider

Managed Communications Services That Help You Grow and Run Your Business
Greater Ability to Focus on Achieving Your Brand’s Mission

The Challenge
What Data Tells Us About the Communications Supply Chain
Many companies struggle to gain control over supply chain management, leading to inefficient processes, spiraling costs and the inability to use technology to its fullest advantage. Ultimately these distractions limit your ability to fully focus on pursuing the core purpose of your brand.

Outcomes You Can Expect
Predictable, Substantial Gains That Drive Growth
Our three-step Managed Services Provider (MSP) approach provides a single point of access to the unique mix of people, process, technology and supply chain management you need to grow and run your business.

Pain Points You May be Experiencing
Order difficulty and Speed to Market
Doing twice the work with less staff
Lack of visibility into inventory and spend
Spending too much on print, products and fulfillment
Growing complexity of customer communications
Lack of brand control and non-compliance risk
Poor visibility into inventory and spend
Inability to fully leverage customer data
Growing complexity of customer communications

The Solution
Improving Your Business Results with Managed Services
Our three-step Managed Services Provider (MSP) approach provides a single point of access to the unique mix of people, process, technology and supply chain management you need to grow and run your business.

1. Assess
Based on a defined scope, our seasoned experts will leverage proven solution experience to assess an area of your business, evaluating people, processes and technology within each area.

2. Engage
We will evaluate the assessment results, develop a formal recommendation that’s tailored to you and engage with your team to develop a managed services go-forward strategy.

3. Partner
We then partner with you on implementing a managed services solution for outsourced functions. Common components of our managed services offering that our clients benefit from include:

- Dedicated personnel
- Enabling technology
- Dashboard access to critical business data
- Managed print procurement services
- Staff augmentation
- Creative services execution

The Solution
Greater Ability to Focus on Achieving Your Brand’s Mission
Streamlined access to approved brand assets
Intuitive ordering and increased speed to market
Greater Ability to Focus on Achieving Your Brand’s Mission

Industrial Remedies
- For every $1 spent on the product itself, another $6 is spent on ancillary services. (CAP Ventures)
- The communications supply chain can represent as much as 3 percent of revenue and 15 percent of overall indirect purchases. (Aberdeen Group)
- Companies lose 20 to 30 percent in revenue every year due to inefficiencies. (IDC — market research firm)

Order difficulty and Speed to Market
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Growing complexity of customer communications
Lack of brand control and non-compliance risk

Vendor management automation and SKU standardization
Elimination of obsolescence
Cost savings up to 12% annually

Predictable, Substantial Gains That Drive Growth
Our three-step Managed Services Provider (MSP) approach provides a single point of access to the unique mix of people, process, technology and supply chain management you need to grow and run your business.

From the digital transformation of customer communications and supply chain optimization to increased consumer engagement and greater speed to market, each tactical outcome of our managed services offering ultimately gives you more time, more money and more resources to focus on what’s most important — delivering on your brand’s mission.
Greater Ability to Focus on Achieving Your Brand’s Mission

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Pain Points You May Be Experiencing

- Order difficulty and Speed to Market
- Poor visibility into inventory and spend
- Spending too much on print, products and fulfillment
- Lack of brand control and non-compliance risk
- Doing twice the work with less staff
- Inability to fully leverage customer data
- Leveraging social media and other one-to-one communications
- Growing complexity of customer communications

Industrial Remedies

- For every $1 spent on the product itself, another $6 is spent on ancillary services. (CAP Ventures)
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Our managed services offering, significantly reduces the noise and distraction of getting product and communications to the marketplace.

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