

## Become BEST-IN-CLASS with POINT

(2012 Aberdeen Group: Printed Materials and Services Management Research)

**ABERDEEN GROUP** used the following three key performance metrics to distinguish the Best-in-Class from Industry Average and Laggard organisations: cost savings achieved on printed material and services, level of accuracy to custom print specifications and necessities, and overall quality of printed materials and services

- ▶ 40% higher cost savings on printed materials and services than all other organisations
- ▶ A 26 % higher printed material and services quality ranking score, and
- ▶ A 15 % higher rate of accuracy to custom print specifications and necessities

Survey results show that the firms enjoying Best-in-Class

performance shared several common characteristics:

- ▶ 71% higher likelihood than all other enterprises to monitor and track consistency with company branding and marketing efforts
- ▶ 68% higher likelihood to hold real-time visibility into print spending against corporate budgets

To achieve Best-in-Class performance, companies must:

- ▶ Communicate the significance of the print category to executive management
- ▶ Develop real-time visibility into print spending against corporate budgets
- ▶ Use Managed Print Services (MPS) solutions to manage the end-to-end cycle of print management processes. ▶

## PRINT MANAGEMENT FRIEND OR FOE?

**PRINT IS TYPICALLY** a low-value high-volume commodity, with large corporates being the largest consumers. These corporates generally procure print in three different ways: they may ask their advertising companies to procure print on their behalf, they may buy direct from the printers, or they outsource the procurement of print to print specialists.

It is estimated that 2-3% of an organisation's spend is on printed materials (2012 Aberdeen Research). With the evolution of more sophisticated Enterprise Resource Planning (ERP) accounting systems, the true value of print spend has begun to surface, increasing the focus on the print commodity and highlighting the need for organisations to gain greater control over this commodity.

As an example, any one of the major local banks will spend in excess of R400m on print and print related activities. As these are all JSE listed companies, the shareholders will demand greater governance and control of such a commodity, hence the requirement for specialist print procurement activity.

Coupled with the value of the print commodity are other social factors influencing corporate behavior, including environmental factors which are becoming increasingly important in the corporate agenda. Paper consumption has a significant impact on the environment, and corporates need to act responsibly and measure this impact.

Whilst organisations continue to procure print through various channels and without specialised print solutions, it is almost impossible to manage this complex commodity.

These factors have driven the demand for sophisticated print procurement solutions. Print procurement cannot be managed effectively with desktop corporate tools and the decision as to who is best positioned to manage these tools is an open debate.

Print is sometimes a last minute over night production process and requires a mindset to "get the job done".

The traditional SA corporate culture has gained a 9am to 5pm mentality and this is contrary to what is required in the print arena. In a recently published article "Printed Materials and Services Management" (Jan2012), global research observes that in order to attain Best In Class status, one should outsource the procurement of print to Managed Print Services companies. ▶



Sharon Myburgh who has recently joined **POINT** to head up the Tiger account. Sharon has over 20 years experience in the industry and we are very pleased to have her on board.

**THE UNILEVER GIFT PACK 2011** project had a very tight deadline for the target launch date in October 2011. In addition, strict quality controls were in place. With this in mind, Krish Maharaj from **POINT** recommended a new packaging concept which enabled the successful delivery of the gift packs.

In executing the new packaging concept, Krish showed great dedication in managing the arrival of the packaging from the suppliers, as well as ensuring that the gift packs were easy to kit. He showed great initiative and at the end delivered a quality and premium packaging solution to the client. ▶

Maneo Molisiwa from the Unilever Category Operations thanks Krishan Maharajh from **POINT** for a job well done.

