

# ON THE SAME PAGE WHEN IT COMES TO FUNDAMENTALS OF SOURCING PRINT?

Print is a category frequently containing value that becomes deprioritised because of the challenges associated with category complexities and an ever changing landscape in terms of technology and print vendors. Being conscious of the fundamentals is critical to ensuring you get the most out of any print review.

## HAVE YOU CONSIDERED?

### Different print commercial models

Identifying the optimal solutions for your organisation means clearly understanding the potential engagement models

### Print supply chain

Based on the complexity of your businesses requirements you can develop a fit for purpose print supply chain

### Commercial contractual considerations

Common elements that require consideration include pricing mechanisms, service levels/KPI's, benchmarking approach, risk/reward structures and savings methodologies

### Stakeholder engagement

Regularly engaging with internal stakeholders and service providers ensures strong relationships are maintained and value delivery is an ongoing focus

## WHAT CAN HELP?



### Involving the right people

It is critical that the business stakeholders and your incumbents are engaged appropriately (that usually means early and often)



### Focus on the end solution

The optimal print solution for an organisation will involve a mix of people, process and technology; and remember business needs evolve



### Taking time to listen

Costs are but one of many considerations stakeholders are likely to want you to address – take the time to clearly understand their behaviour drivers, current strategy and future plans



### Performance is king

Awareness and agreement on the contractual mechanisms that will track performance are critical

## BENEFITS



**ROI**  
5 to 10x



**Average savings**  
5 - 15%+



**Sourcing time**  
8 to 18 weeks



**Building stronger engagement with Marketing**