

Uadvantage Drives Process Efficiency and Cost Savings at Sports Retailer



>> Client

This \$4B Client is one of the largest retailers of sporting goods, recreational merchandise and specialty apparel for outdoor enthusiasts. The company operates 57 stores in 26 states across the U.S. and two stores in Canada. In addition to its online business, the client also mails more than 125 million catalogs/sales flyers to customers each year.



>> Opportunity

The Client had been realizing the benefits of Unisource's Uadvantage paper procurement program specifically for its significant volumes of purchases in the Catalog and Inserts group. The goal was to extend the program to the highly transactional print spend areas of Signage, Commercial Print and Direct Mail. The Client also had a manual, highly labor intensive print procurement process. It required duplicate data entry into multiple systems thus increasing the opportunity for errors at many points in the workflow process.

>> Solution

Through Uadvantage, Unisource implemented its integrated electronic paper procurement program for all groups within the Client that had significant paper purchases. As a value-added service partner, Unisource also performed a detailed analysis of the Client's existing manual workflows to determine areas for process efficiency improvements. Unisource developed an automated electronic process utilizing a common database as a replacement for the manual system. The new solution consolidated and streamlined the print procurement across all groups for the Marketing, Scheduling, Graphic Design Production and Procurement functions.

>> Benefits

The overall benefits to the Client were significant. The Client has dramatically reduced overall paper expenditures and they have greater visibility into their total print spend. The new detailed reporting available from the system enables the Client to put more spend out for bid, thus increasing cost savings opportunities. The new streamlined workflow process is significantly less prone to error and provides for an audit trail of all processes and activities.

>> **Call Unisource at 1-800-864-7687 to learn how we can help you.**