



## Uadvantage™ drives 20% paper savings at large telecommunications company

### >> Client

This Client is one of the largest telecommunications companies, serving nearly 130 million customers around the world. Its 36,000 employees working within the US provide wireless voice, messaging, and data services to almost 300 million Americans, successfully serving their residential and commercial telecommunications needs.

### >> Opportunity

Amounting to millions of dollars each year, 50% of the Client's total printing costs had historically been devoted to just the purchase of paper, which is used to create sales and marketing materials, direct mail campaigns, in-store signage and displays, as well as monthly customer statements and envelopes. Multiple business owners were responsible for the large paper expenditures across a variety of functional areas, resulting in no consolidation or leveraging of purchasing power. Additionally, the Client had no procedure for ensuring brand consistency among the vendors, no method for sharing best practices and processes, and no integrated plan for instituting a company-wide environmental sustainability initiative.

### >> Solution

The Unisource team consolidated and analyzed the financial information for the Client's annual paper and printing expenditures across all divisions. Based on this aggregate data, the team determined that the Uadvantage™ program could provide substantial savings. Uadvantage offers the only turnkey, web-based e-Procurement platform to fully automate and control corporate print and paper procurement programs. Additionally, Unisource's strong partnerships and unrivaled mill network provide worldwide access to leading paper manufacturers.

With Uadvantage, the team was able to leverage the massive annual paper purchases to negotiate competitive, below-market rates for paper while also adhering to established corporate environmental goals. The Uadvantage program ultimately enabled the Client to gain control over its paper costs which was the largest raw material expense for marketing-related initiatives.

### >> Benefits

Through a detailed analysis of company-wide print expenditures, the Client gained knowledge and insight on the raw material and vendor printing costs across the entire print supply chain. The Client also enhanced brand consistency in paper-grade qualities, met targeted environmental goals, and achieved an annual paper savings of 20%.

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