



EXPENSE REDUCTION ANALYSTS®

ENSURING VALUE FOR MONEY FROM YOUR PRINTING

Cost management expert Ian Kinnaird from Expense Reduction Analysts Consulting (ERA Consulting) shares his views on how to get value for money from your stationery and marketing printing requirements. "It's amazing what you can achieve in reducing printing costs when the time is taken to review all aspects of this expense category. Obviously this is where the benefit of ERA Consulting's specialisation achieves results that a client would often find difficult to achieve."

Associate Gary Wilson concurs and adds that, "Very few companies are aware of the changes that continue to take place in the printing industry. These developments can reduce not only the time and effort involved in managing printed material but can also significantly reduce the annual costs associated with these products."

After working with a variety of clients who use a single supplier to those who work with in excess of 100 cost centres dealing with 800 sites, ERA recommend the following.

First you need to rationalise your forms to see if you can combine several items to achieve a common result. Then you need to look at more economical print production in terms of stock, number of colours used and the actual production method chosen.

Then it's over to the printing stage. And here, you need to remember that the price is volume sensitive so ideally you need to look at ways to either increase batch size or print same stock items together.

Finally, in an ideal situation if you are able to do the entire job with one supplier then it simplifies the ordering methods as well as the invoicing.

In order to achieve any of this you need to work with your staff to engender a sense of ownership. Often with the technology now available to facilitate orders staff need to be educated and others even deployed.

The review method is conducted with the stakeholders and covers everything from looking at new suppliers and the impact of this decision on artwork and film transfer to stock issues, account set up and contract negotiation. As well as ordering systems and methodology, ongoing stock levels, staff training and supplier liaison should not be overlooked.

CASE STUDY FOLLOWS...

CASE STUDY:

Technology halved TMP's printing costs

Expense Reduction Analysts Consulting (ERA Consulting) recently assisted TMP with their new corporate identity stationery requirements. TMP wanted to take this opportunity to consolidate their needs and utilise technological solutions to supersede everyday office processes as far as possible. The results were effective in freeing up staff time, saving over 50% in the actual cost of printed stationery, speeding up delivery and achieving brand consistency.

Prior to this decision TMP had used a traditional print management process with manual records and standard forms. Printers had been advising on likely future needs while each of the different businesses in the group coordinated their own brand, style, quality and stock which had led to significant variations in product, quality and pricing.

With the group's decision to consolidate itself from several brands to one brand Australia wide, TMP asked ERA Consulting to review their entire printed stationery needs and print management processes. This project has had a number of successes:

Firstly, TMP has been able to save its staff time by developing a tailored on-line catalogue which the individual uses to place their order rather than a co-ordinator. This is used for business cards, letterheads, followers, envelopes and even invoices and cheques.

The new ordering process takes only a few minutes as compared to business cards alone which required one staff member three days per week because of the sheer volume of managing 1,500 staff's requirements. Each item of stationery uses a template which not only speeds up the process but raises the standard of checking and proofing while ensuring strict adherence to the corporate style & quality guidelines.

Secondly, selected staff have taken the role of Print Champions. They provide advice and direction when needed and work with the printer in determining future print production runs. Stock levels are monitored regularly and reorder thresholds have been established.

Through careful analysis of TMP's needs and maximum use of technology, ERA Consulting have substantially reduced their workload, reduced the range of products, streamlined and eliminated internal processes and also halved the cost of what they used to pay.

COST MANAGEMENT IS ERA

ERA has been in the cost-management business since 1983, and in Australia since 1993. During that time, the company has stuck to a 'no savings, no fee' maxim – and found savings averaging 15-25 per cent for every single client it has helped. Clients enjoy reduced prices for goods and services, enhanced negotiation leverage with suppliers, improved cost analysis and management tools, improved inventory management, improved compliance with corporate contracts, and the introduction of new ideas and trends to help enhance their competitive advantage.

Whether Australian businesses choose to undertake a program of cost-management under their own steam, or choose to call in expert help like that provided by ERA, the benefits to their bottom line can be immense.

Every solution for every company is different, because every solution is tailor-made to that company's requirements and goals. From creating a profit culture within the organisation to cost management, ERA provides a total service that's totally accountable.

"Our clients always make the decisions about which alternatives are most suitable for them and are included in the process all the way through," says Fred Marfleet, Chairman of ERA Australia. "But our help and guidance ensures that they make the right decisions for now and well into the future."

Expense Reduction Analysts - Working in partnership with our clients to maximise profits.