

# Fortune 500 Enterprise Company

A Fortune 500 enterprise centralized control of its brand, leveraging OneTouchPoint's U.Connect platform to produce and distribute branded materials to more than 500 retail locations at a fraction of the cost.

## The Business Challenge:

Prior to 2010, the Enterprise account was relying on local printers and drop shipments to support its more than 500 retail locations, sacrificing efficiency and potential savings. The company was frustrated by the lost opportunities to create economies of scale, and its lack of insight into whether stores were using the latest materials and staying on brand.

The organization knew it could achieve superior buying power and brand control if it had a single partner with the footprint and capabilities to service all 500 of its locations. But it needed more than just a print vendor. It needed a partner with the technological foundation to manage budgets at the local level, and to view reports on local usage and spend.

### The Customer

- Fortune 500 corporation
- 500+ retail locations
- Operations in more than 40 states

### At Stake:

- Economies of scale
- Budget control
- Spending insight
- Brand compliance
- Accurate collateral

# Why OneTouchPoint:

OneTouchPoint quickly emerged as a leader, differentiating itself from the competition both with its domain expertise in local marketing execution, as well as its technology offering, U.Connect, a platform that enables end-to-end management of marketing campaign execution from production to distribution—which could be integrated with the company’s existing purchasing system. Within a year, the telecommunications company was so impressed with OneTouchPoint’s high-touch service, order quality and accuracy, and pricing that it chose to renew its contract.

## Local Decisions

A custom integration with SAP Ariba allowed headquarters to assign each location a budget for marketing materials that managers could then spend according to their specific needs—achieving the business goal of shifting spending responsibility to stores.

## Central Control

All of the company’s assets were secured within a single platform, OneTouchPoint’s U.Connect, enabling centralized control of files from headquarters. The organization could now instantly deploy, update and remove materials, ensuring brand compliance.

## Powerful Reporting

Before, there was no way to analyze receipts for printing orders made across hundreds of locations. The new solution gave the organization a comprehensive, live view of all spending, with sophisticated reports available to marketing leaders at the click of a button.

## Immediate Service

OneTouchPoint offered the national reach to cut production and shipping costs, while at the same time, providing the attentive service of a local solutions provider. The company was able to receive fast responses to last-minute order changes and calls returned in hours, not days.



## Solutions and Results:



**10 Million+**

Pieces ordered through the customer's U.Connect portal in year one alone

OneTouchPoint now delivers all offset printing, print-on-demand and large format jobs for more than 500 of the company's retail locations nationwide, plus their call centers. This material ranges in form and size from brochures to posters and retractable banner stands.

With OneTouchPoint, brand decision-makers can make informed decisions on how to best achieve goals at the national and local level, optimizing marketing execution. OneTouchPoint's U.Connect solution empowers local store managers to order what they need when they need it, in large or small quantities—with the ability to customize content like customer information and local store contact details, while still remaining in compliance with brand requirements.

### **Streamlined Speed and Service**

Where competing providers could offer only third-party solutions, OneTouchPoint created a bespoke, customer-branded catalog integrated with SAP Ariba that makes ordering simple 24/7. Manual quotes, purchase orders and invoices are a thing of the past. Once an order is placed, the system automatically queues it for sign-off, if needed. The moment it's approved, OneTouchPoint receives the request and begins preparing for delivery. Tracking, pricing and billing happen automatically, with no user intervention required.

When organizational leaders need deeper insight, the platform gives them a central place to evaluate spending and streamline their operations based on up-to-the-minute ordering data. Even as U.Connect processes orders behind the scenes, customer service remains in-person. Any user can contact OneTouchPoint representatives directly and count on an immediate reply.

## Form. Meet Function.

OneTouchPoint helps brands and organizations marry form and function with beautifully-crafted marketing assets, produced at scale with purpose-built technologies and managed services.

OneTouchPoint's expansive and geographically-dispersed facilities cut production and shipping costs. At the same time, integrated services and decades of domain experience can meet the needs of the entire marketing supply chain through a single touchpoint. Online storefronts powered by U.Connect centralize control of customer engagements companywide, speeding time-to-market.



“They put as much attention to a little email as a huge order. Everything is expedited. It’s timely. They either meet the ship dates or they’re shipping earlier than expected.”

– Director

**Find out why more than 3,000 innovators in manufacturing, franchise, retail, healthcare, and financial services choose OneTouchPoint for branded customer engagement and supply chain management.**

## Contact OneTouchPoint Today

Visit [1touchpoint.com](https://1touchpoint.com) or email [info@1touchpoint.com](mailto:info@1touchpoint.com).