

## Constant Collateral Solution

A Case Study by bopi

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**Project:** Integration of a Constant Collateral Management Solution  
**Vertical Market:** Medical Devices and Equipment  
**Business Application:** Direct Marketing/Collateral Management

Our client, a company that provides ergonomic solutions that improve the working environment for hospital staff, sought the need for an integrated constant collateral management and distribution solution for its nationwide sales and service representatives. Additionally, the system should allow the client the possibility of inventory analysis, ROI calculations, automatic reorder points, and coordinating an approval/control process.

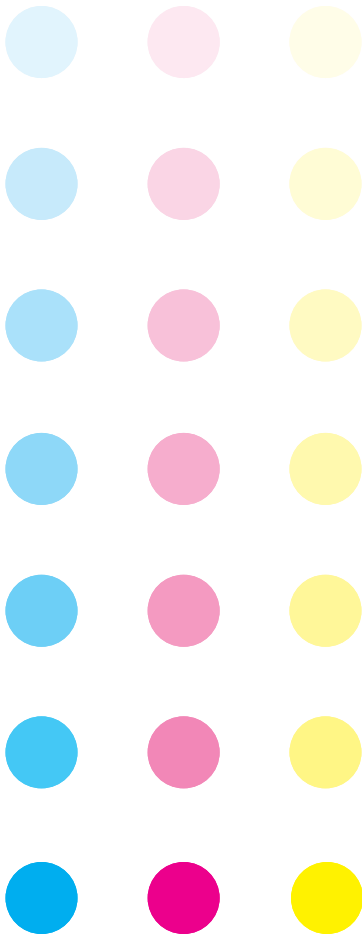
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### Program Objectives

- Coordination and control of collateral
- Inventory Analysis
- Centralized location for internal and external collateral
- One unique portal for all sales, marketing, and other materials
- Printing consistency
- Automatic re-order points
- Release of warehouse space for core products
- Reallocation of personnel to other departments and to concentrate on core business objectives
- Monthly reports that allow the client to see who is ordering, when they're ordering, how much they're ordering, and how frequently

### Significant Results Reported By User

- Almost seamless transition from manual system to automated solution
- Immediate release of personnel to concentrate on other core activities
- Drastically improved Sales Department satisfaction



- Eradication of obsolescence
- Dedicated Account Manager
- Time saved by the take over of media duplication efforts

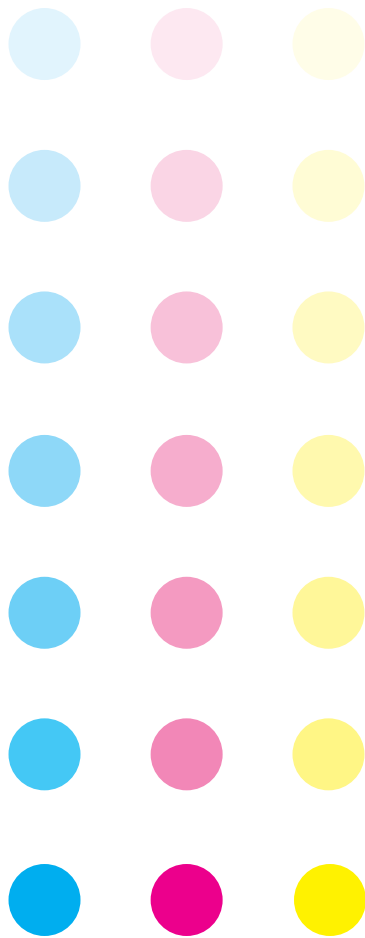
### Description

Prior to the implementation of the solution, the client operated an internal inventory and fulfillment system that was totally manual in its operation. Sales people were making requests by telephone, email, or facsimile transmission and these collateral material requests were being fulfilled by a part-time employee. Much inefficiency had evolved over time as the company had expanded, including internal and external collateral being lost, reproduction of the same sales materials transpired, limited management control made ordering collateral a long and problematic process, and inventory measurement and analysis did not occur. Other issues that were experienced included lack of inventory, unknown inventory levels, obsolescence, no minimum/maximum inventory levels or reorder points, and high levels of inner-office and Sales dissatisfaction.

The client turned to BOPI to enhance and solidify greater efficiency through providing a new collateral management and distribution solution system. Their primary goal was to better their bottom line through minimizing hard and soft dollar costs.

BOPI carried out a full collateral audit and presented a business case for change. After Executive level meetings, the client determined to implement the BOPI solution as soon as possible. The new solution that BOPI introduced allows them to access collateral management storage and distribution information 24/7/365 with integrated marketing solution software. This solution offers an order approval process that allows administration the ability to oversee and control orders and shipping. If a particular inventory level of collateral gets below a pre-defined quantity, this software offers automatic re-order replenishment. The client and its administration also have the ability to access instantaneous inventory analysis reports, in a means to distinguish the sales representatives' distribution habits to follow their own strategic/marketing planning.

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BOPI’s solution included another phase that was equally beneficial to the client: the ability to coordinate, manage, and print through one centrally located facility/organization. With this capability, the print quality of all internally and externally printed collateral pieces remains consistent, in a means to maintain a particular brand image associated with the quality of collateral distributed.

Through the integration of this solution, they have been able to reallocate personnel to other departmental objectives.

Client	A company that provides ergonomic solutions that improve the working environment for hospital staff.
Service Provider	<b>BOPI</b> <a href="http://www.bopi.com">www.bopi.com</a> Headquartered in Bloomington, Illinois, BOPI is an innovative direct marketing firm that offers premier print, mail, and e-commerce solutions to a wide range of companies and organizations.
Target Users	Nationwide account representatives, Marketing department, and Administration
Management	About 98 percent of all collateral was moved, managed, and printed from a centrally stored warehouse overseen by BOPI
Date	June 2006 – Present