

Case study: Top ten US retail bank



Our re-engineered processes deliver a more responsive procurement service, strict compliance and enhanced control and spend visibility

This Bank is one of the largest retail banks in North America, with a presence in 13 states nationwide. As of 2007, the Bank has completed 35 acquisitions in the last five years. Services include retail banking, financing, credit cards, insurance, mortgages and transaction/ATM technology. The Bank continues to attain market growth in the US through strategic acquisitions.

The Bank sought centralized control and management of their printed and electronic information. Williams Lea delivered an integrated national print procurement platform across five key business locations providing unparalleled support, leveraged spend, and dramatic cost savings.

The challenge

The Bank was procuring \$36 million in print annually across commercial, marketing, direct mail, statements, security, agencies and operational print categories. Print sourcing occurred disparately across the enterprise and within various levels of marketing and communications departments in multiple divisions.

The Bank suffered from multiple print sourcing processes with little dedicated focus on print procurement. Duplication and redundancy existed throughout the supply chain and the Bank was not taking advantage of its combined spend leverage.

Williams Lea and the Bank set out to build a customized print procurement and management utility with scalability and flexibility while ensuring the following key objectives:

- Deliver guaranteed cost savings
- Build a consistent print procurement platform that delivers meaningful management information
- Mitigate risk around intellectual capital, vendor profile and performance
- Provide independent expertise on an ongoing basis to drive continuous improvement
- Ensure brand compliance and integrity
- Share best practices across the Bank's divisions

23% savings target for year one on a baseline spend of \$36M

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The solution

Williams Lea developed and implemented a national, integrated print management platform supported by dedicated, on-site Williams Lea account teams in four corporate locations.

Our staffed solution is supported by our proprietary, market-leading e-procurement system.

- Guaranteed cost savings, underwritten by Williams Lea
- Dedicated print procurement resources on-site

- Deployment of single print sourcing tool
- Spend visibility through detailed management information
- Risk mitigation in areas of brand compliance, confidential data, and cost
- Enhanced service, innovation and control across procurement platform
- Clear and structured processes that improve timeliness and quality and enable savings

Results

- Contractually guaranteed cost savings of \$4 M in year one
- Targeted savings of 23% in year one on a baseline spend of \$36 M
- 15% cost savings guaranteed year two
- 10% cost savings guaranteed year three

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