



Success Stories From **Cenveo**®

Cenveo Success Story

Managed Supply Chain Solution for a
Healthcare & Nutrition Leader

The Business Scenario

For large companies with many divisions, controlling print product costs can be challenging. And since millions of dollars are at stake, the consequences of getting it wrong are serious.

Consider this global healthcare company, a division of which had a litany of print vendors—and a fragmented procurement process. When brand managers needed marketing materials, they rarely put jobs out to bid. Instead, they called the vendors they knew well, regardless of whether they were right for the job or the best cost provider. The end products were often over-priced, and, in some cases, strayed from corporate guidelines—a dangerous scenario for a healthcare company.

The firm realized it needed to regain control of its print sourcing process, maintain the integrity of its brand, and control spending.

The Solution

The Cenveo team reviewed the company's sourcing needs and proposed a turnkey solution: It would install two Cenveo staff specialists at the firm's divisional headquarters. The staffers would manage the division's print budget—and control its spend— using K-Source, the sourcing module of Kadena™, Cenveo's innovative technology platform.

The system was up and running fast; it now manages jobs across twelve third-party vendors and seven Cenveo production facilities. Working with K-Source, the staffers bid out jobs and award them to the right vendor at the right price—with complete transparency. Plus, K-Source generates quarterly business reports that show how the company's money is being spent, how vendors are performing and that track savings.

The Future

The division now relies on Cenveo to source most of its print products, including packaging inserts, labels, and coupon booklets. Kadena™ optimizes the process—it tracks jobs from start to finish on a single platform—and the company plans on adding Kadena's™ analytics module, K-Insight, to unlock even more process gains.

- 2 Onsite Professionals
- 12 Third-Party Vendors
- 7 Cenveo Plants
- 1 Print Procurement System
- Lots of cost savings

Best of all, the company is enjoying the benefits of a consolidated sourcing system while saving on spend. And at the heart of the operation is Cenveo—and Kadena™.



If you're ready to transform your print communications, contact Cenveo at solutions@cenveokadena.com, or check out Kadena™ at: www.cenveokadena.com