



A HARTE HANKS CASE STUDY


Global semiconductor
manufacturer saves big
with print-on-demand
services





The background

A well-known semiconductor manufacturer was using a print-and-distribute model, printing a large number of materials to be shipped to fulfillment operations in Europe, Southeast Asia and North America. The production and shipping cycle was lengthy—taking up to 42 days. Additionally, large inventories of material were held in three locations, costing the company storage fees on top of worldwide shipping fees.



The challenge

- Cost-effectively produce the company's technical documentation and distribute it to representatives and customers in North America, Europe, and the Pacific Rim.
- Reduce waste of overprinting and create a quicker distribution cycle.

The solution

By partnering with Harte Hanks, this technology brand leveraged digital print capabilities in North America, Europe and Singapore, which enabled a change from the print-and-distribute model to one that involved electronic file distribution and localized print—known as print-on-demand.

By printing locally from centrally stored electronic files on an intranet site, the production cycle was dramatically reduced from an average of 42 days to 48 hours. Additionally, transportation costs were eliminated and inventories lowered. With quick turnaround from onsite, print-on-demand technology, back orders were minimized, increasing customer satisfaction.

Business impact

With help from Harte Hanks, this manufacturer was able to meet or exceed each of the company's goals. Just one year of print-on-demand delivered \$450,000 in savings, yet still allowed for efficient worldwide delivery of the company's documentation.

- **Reduced print costs by 58%**—While it continued to supply the information in the print form, regionalized printing on demand and smaller but more frequent print runs enabled this success.
- **Reduced shipping costs by 50%**—The new regionalized printing program eliminated costly overseas shipments of materials. Instead, only the material that is required is printed and stored at the location from which it would be distributed.
- **Reduced inventory costs by 77%**—While it was important to have inventory on hand to meet local needs, the company wanted to reduce the amount. This was possible with print-on-demand's ability to generate small print runs more often.

58% **Reduced
print
costs**

50% **Reduced
shipping
costs**

77% **Reduced
inventory
costs**

ABOUT HARTE HANKS

Harte Hanks is a global marketing services firm specializing in multi-channel marketing solutions that connect our clients with their customers in powerful ways. Experts in defining, executing and optimizing the customer journey, Harte Hanks offers end-to-end marketing services including consulting, strategic assessment, data, analytics, digital, social, mobile, print, direct mail and contact center. From visionary thinking to tactical execution Harte Hanks delivers smarter customer interactions for some of the world's leading brands. Harte Hanks 5000+ employees are located in North America, Asia-Pacific, Europe and Latin America.



**For more information,
please contact:**

Harte Hanks 800-456-9748
www.hartehanks.com
contactus@hartehanks.com