

Your Business Case for PrintStack™

How your peers forecast, capture and measure the ROI of moving to PrintStack



Hard Costs

Cost Reduction

- Reduce your investment in printed materials
- Measure: Year-over-year savings

\$18M in annual savings for global telecommunications brand from process re-engineering

Overhead Cost Reduction

- Reduce and/or reallocate labor associated with printed materials
- Measure: FTEs dedicated to tactical print program work

\$100K of FTE savings for major airline by automating processes with software

Revenue Enhancement

- Increase your marketing efficiency
- Measure: Revenue per marketing FTE

\$1M of print savings reinvested into growth for major healthcare insurer

Soft Costs

Cash Flow Improvement

- Reduce print inventory
- Measure: Economic order quantity

\$250K savings for global cleaning equipment company

Cost Avoidance

- Eliminate risk to marketing budget from direct mail postage price increase
- Measure: Forecasted cost increase compared to actual cost

\$400K postage cost avoidance for major insurance brand

Capital Avoidance

- Increase effectiveness and efficiency of print communications
- Measure: Reduced costs, improved member engagement rates

Eliminated \$2.5M investment into internal print shop and required capital improvements

Employee Satisfaction

- Reduce effort spent on time-wasting activities
- Measure: Employee survey, revenue per marketing FTE

Eliminated 40 hours per week of low-value work for creative team of global consumer products company

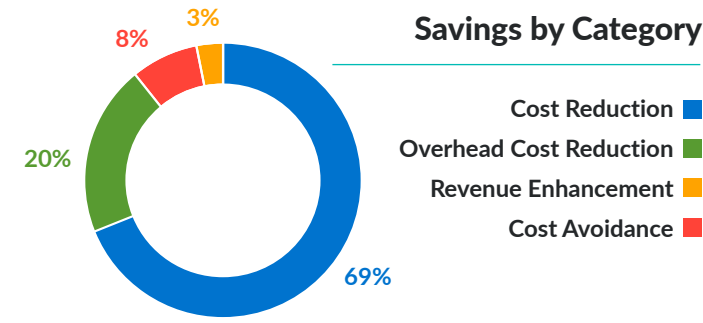
Cost Savings Dashboard



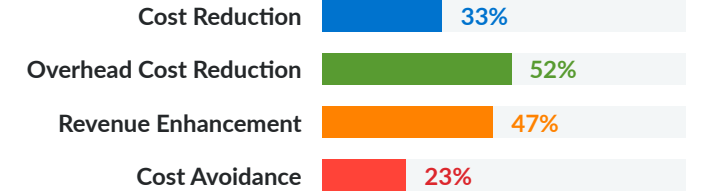
Total PrintStack Savings

\$1.56 MM

Baseline Cost
\$4.54 MM | **34%**



Individual Category Savings



Savings Category	Baseline Cost	Year 1 Projected Cost	Year 1 Actual Cost	Projected Savings	%	Actual Savings (Actual/Baseline)	%	Variance (Actual/Projected)	%
Cost Reduction									
Freight	\$276,968	\$208,000	\$201,041	\$68,968	25%	\$75,927	27%	\$6,959	3%
Distribution	\$115,412	\$110,000	\$107,676	\$5,412	5%	\$7,736	7%	\$2,324	2%
Product Cost	\$230,811	\$184,000	\$180,547	\$46,811	20%	\$50,264	22%	\$3,453	2%
Enabled Technology	\$692,419	\$461,000	\$451,780	\$231,419	33%	\$240,639	35%	\$9,220	2%
Physical Plant Shutdown	\$2,000,000	\$1,400,000	\$1,295,000	\$600,000	30%	\$705,000	35%	\$105,000	8%
Total	\$3,315,610	\$2,363,000	\$2,236,044	\$952,610	29%	\$1,079,566	33%	\$126,956	5%
Overhead Cost Reduction									
FTE Labor Cost Savings (Reduction in Headcount)	\$130,000	\$76,804	\$76,804	\$53,196	41%	\$53,196	41%	\$0	0%
FTE Labor Cost Savings (Reduction in Headcount with Plant Shutdown)	\$325,000	\$76,804	\$76,804	\$248,196	76%	\$248,196	76%	\$0	0%
Space/Warehouse Utilization	\$138,484	\$130,175	\$129,000	\$8,309	6%	\$9,484	7%	\$1,175	0.9%
Total	\$593,484	\$283,783	\$282,608	\$309,701	52%	\$310,876	52%	\$1,175	0.4%
Revenue Enhancement									
Hours Saved/Revenue Enhancements (Reallocated Labor)	\$115,412	\$58,000	\$60,778	\$57,412	50%	\$54,634	47%	-\$2,778	-5%
Total	\$115,412	\$58,000	\$60,778	\$57,412	50%	\$54,634	47%	-\$2,778	-5%
Cost Avoidance									
Nexus Footprint	\$115,403	\$58,000	\$60,320	\$57,403	50%	\$55,083	48%	-\$2,320	-4%
Obsolescence Cost	\$69,242	\$52,000	\$47,378	\$17,242	25%	\$21,864	32%	\$4,622	9%
Product Standardization	\$207,726	\$175,000	\$177,654	\$32,726	16%	\$30,072	14%	-\$2,654	-2%
Process Standardization	\$124,057	\$117,800	\$111,910	\$6,257	5%	\$12,147	10%	\$5,890	5%
Total	\$516,428	\$402,800	\$397,262	\$113,628	22%	\$119,166	23%	\$5,538	1%
Total PrintStack Savings	\$4,540,934	\$3,107,583	\$2,976,692	\$1,433,351	32%	\$1,564,242	34%	\$130,891	4%