

# PrintStack™ Recommendations Streamline Airline's Print Model

## Challenge

A successful regional airline entered a period of significant growth but found itself struggling to keep up with complex issues in several areas of its business. In particular, the airline's system for managing print materials had few checks in place to control versioning, identify obsolescence, prevent over-ordering and rein in costs. The client's antiquated data systems were poorly integrated and provided information that was difficult to analyze and use.

## Solution

Taylor had an existing relationship with the company and offered to perform a PrintStack™ Assessment of the client's needs. A team of seasoned PrintStack engineers specializing in all aspects of large-scale print production examined the company's unique print requirements, usage patterns and cost structure. Our in-house experts recommended a proven, efficient and scalable print operating model that would directly address the many StackGaps plaguing the airline.

- Taylor merged the client's various online resources into one integrated system with single sign-on (SSO) access. In doing so, we built a new online materials distribution tool with capabilities including shipment tracking and budget tracking by location as well as centralized production restrictions, approvals and version controls.
- Taylor supported a company-wide rebranding effort of more than 400 printed items and provided designs for a national training program encompassing brochures, flyers, handouts, posters, framed wall art and pop-up banners.
- Taylor was able to link individual projects to specific cost centers in the client's invoicing system and implemented new standards to ensure that monthly invoicing would be current and accurate.

## Results

Taylor's PrintStack Assessment completely reimagined the client's print management model.



### COST REDUCTION

Taylor was able to save the client up to 50% on a wide range of print products and services.



### PROCESS EFFICIENCY

Taylor's client service team assumed a larger role, freeing airline staff for strategic priorities.



### SPEED TO MARKET

The client now enjoys faster completion of urgent print requests — same-day in many cases.