

PrintStack™ Model Curbs Rogue Spend For Real Estate Giant

Challenge

Cresa, an internationally renowned commercial real estate firm, struggled to maintain consistency in its brand messaging and suffered from fragmented, untraceable spending in its marketing communications programs. Multiple communications vendors with disparate ordering platforms further exacerbated the limited bandwidth of Cresa's marketing team. The company knew it needed a better solution and asked Taylor to conduct a formal assessment of the situation.

Solution

Following Taylor's proprietary PrintStack methodology, our subject matter experts worked closely with Cresa to assess the current state of their marketing execution processes. In doing so, Taylor quickly identified a variety of hard and soft cost savings opportunities for Cresa.

Among Taylor's specific PrintStack recommendations was the consolidation of all critical communications programs through Taylor as a single primary vendor. Taylor would then provide dedicated support staff to take the burden of order and inventory management off of Cresa's internal marketing team.

Intrigued by the idea of having a unified ordering platform for the entire organization — as well as the capacity it would create for their marketing team — Cresa made the decision to adopt the consolidation strategy recommended by Taylor.

Results

Swift implementation of Taylor's PrintStack recommendations led to immediate impacts on Cresa's business.



COST SAVINGS

Taylor delivered hard cost savings of 10% on Cresa's printed materials.



BUSINESS EFFICIENCY

The number of unique items ordered and inventoried by Cresa was slashed by 30%.



SPEED TO MARKET

The average turnaround time on Cresa's production orders improved by two days.