



* **OVERVIEW**

A global food manufacturer, working with a strategic sourcing consultant, wanted to rationalize and streamline its agency roster. A key objective of the rationalization was to ensure agency process and fee structures were consistent with industry “best practice.”

A key agency partner was identified to receive significantly more business, but only if they could bring their fee structure in line with identified best practice rates.

* **INSIGHT**

The agency contacted GREENLIGHT to help maximize efficiency and drive cost out of the digital production process.

* **GREENLIGHT SOLUTION**

GREENLIGHT worked closely with Agency management and the creative and production team to determine the volume and skill requirements for the engagement. GL ACCESS, GREENLIGHT’s workflow management technology was implemented to provide visibility and access to Agency and Client key stakeholders. Further, rapid file transfer through GL ACCESS ensures that approved files are moved quickly and efficiently to the Client, their printers and the Agency.

* **RESULTS**

Agency won a significantly larger assignment from the Client while delivery digital production rates to that were over 50% lower their previous rate structure.