



* **OVERVIEW**

A CPG company wanted to drive cost out of marketing program implementation. They wanted to focus their initial cost reduction efforts on the high costs associated with the implementation of shopper marketing programs. A strategic sourcing consultant was employed to help identify digital production resources that were best practice.

* **INSIGHT**

In discussions with the Consultant GREENLIGHT was able to demonstrate superior capabilities in terms quality and speed delivered at rates that were significantly lower than traditional production resources.

* **GREENLIGHT SOLUTION**

GREENLIGHT worked closely with the Consultant and Client 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 key agency and Client stakeholders.

GL ACCESS rapid file transfer ensures that approved files are moved quickly and efficiently to the Client, their agencies and printers.

* **RESULTS**

Preliminary savings exceed 50%. Further opportunities for cost reduction will be pursued based upon timing and process refinement.