

360° Solutions for a Digital World

arvato digital services



Case Study: Media on Demand

*Maximum degree of flexibility
and transparency*

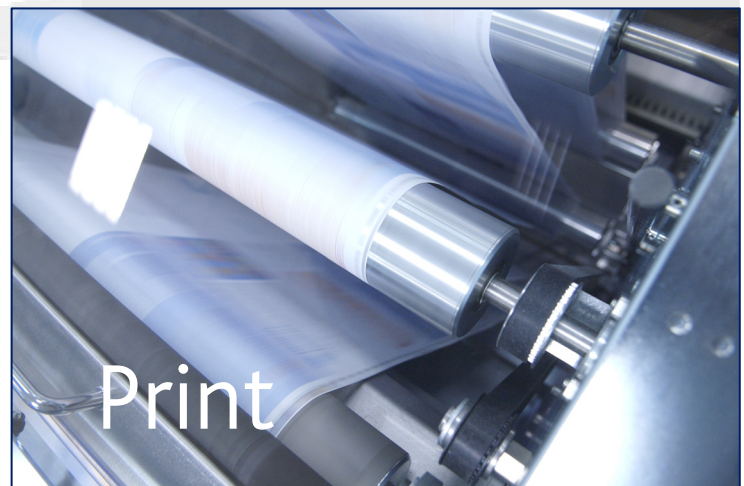
Challenge

arvato's client is one of the largest software companies worldwide and had several different service providers in different regions producing the training material, which caused several problems:

- The design and quality of the books varied from region to region
- No supply chain transparency due to the Multi Vendor Management (9 different vendors for manufacturing, customer service, and fulfillment)
- Low service levels
- No consistent control of the financial services, i.e. handling of payments and invoice issuing
- Long lead times

Case Study Overview

Due to the short product life cycles, the changing demand, and the mass of versions according to different languages, for instance, the production of technical training & education material is a volatile business. Offset print is



leading to obsolescence of material and money because old documents often cannot be used anymore and have to be scrapped. Furthermore, this production model precludes product customization pursuant customer preferences. arvato's on-demand production model overcomes these problems through faster document adaptations, smaller editions and highly individualized materials.

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Solution

arvato has implemented an end-to-end supply chain solution. The different versions of the training & education material are recorded in arvato's system. Only sections that have been revised by the clients will be changed – elimination or inclusion of content can be carried out within 24 hours. arvato carries out the EMEA wide distribution of the material and additionally offers customer service and financial management. arvato's scope of services in detail is:

- Customer care (orders via online store, e-mail or fax, different languages, customer management system / reporting)
- Fulfillment & distribution (colour and black/white print on demand, CD/DVD production, build to order, 24-48hrs from order entry to dispatch)
- Shipping (daily shipments via traceable courier, defined lead time per country)
- Financial management (different currencies, standard payment methods, automatic online credit card authorization)
- Reporting (Key performance indicator, customer contact, sales, inventory, export, finance reporting etc.)
- An integrated IT system, incl. interface to the customer's online store

Major Results

The Media on Demand model enables the production of on-the-fly training & education material and takes customer preferences into account. At a glance, arvato's solution delivered the following improvements:

- Maximum degree of transparency and flexibility through reduction of IT complexity and vendor plurality
- Optimized and faster production of new versions and easy individualization of training material
- Minimized risk of document falsification through reduction of different vendors to one service provider
- Standardized layout
- Consistent process for every region is guaranteed
- End-to-end solutions from one single source
- Digital environment allows variable content with no inventory loss and reduction of obsolescence costs