

GLOBAL MEDICAL DEVICE MANUFACTURER

CASE STUDY

"With PrintX, we have a system in place for our print collateral. It's very easy for us to continue scaling globally to the demands of the business"

XYZ Med Device Manufacturer
Marketing Communications Department

CHALLENGE

With sales teams in 20+ countries and global tradeshows, XYZ Global Medical Device Manufacturer needed a better way to manage the **supporting print and fulfillment of their customer-facing materials**.

The Marketing department is responsible for printing and distributing materials to international **sales reps, regional marketers, and direct customers**. As the company expanded globally, printed documents were ordered in bulk and stockpiled at regional offices. As a result, a quarter of their sales and **marketing collateral became obsolete each year**.

- Maintaining version control of international documents
- Waste & Obsolescence from bulk ordering
- Managing the complexities of supporting a global business
- Inability to scale with growing workforce
- Juggling multiple, inconsistent vendor relationships



"We were easily able to pilot Mimeo PrintX and derive a cost savings analysis that demonstrated significant ROI. We then scaled it through a global implementation of PrintX."

SOLUTION

With Mimeo PrintX's online library, only the most up-to-date sales and marketing documents are produced and distributed on-demand. The Marketing team has increased their global business presence with PrintX's reliable, fast, and consistent workflow.

RESULTS

- Annual Savings in excess of \$50,000 a year in hard costs alone
- Efficiently leveraging POD
- No bulk orders, and no warehousing
- Consistent global quality of materials
- Elimination of customs issues through in-region production

BONUS

The legacy process was manual and cumbersome. After switching to Mimeo PrintX, the Marketing team gained back **10-12 business days worth of employee time**.



"PrintX allows me to see everything in one bucket. I don't need to be the intermediary by shuffling requests to expedite or change orders. PrintX responds immediately."