



Reduce inventory and streamline the process

CHALLENGES

This prestigious university engaged the experts at Universal Wilde to automate their antiquated in-house fulfillment operation being used to manually pick, pack and ship content ordered from the University's website. They challenged Universal Wilde to evolve their current process (while mitigating risk) to a more automated solution in an effort to achieve greater efficiencies and lower costs.

SOLUTION

Universal Wilde led a multi-phased approach to ensure the publisher's fulfillment operation was transitioned with minimal risk and business interruption as they migrated from an antiquated "in-house" system to a cutting edge "outsourced" solution:

- Phase I: Understood the client's system - Universal Wilde's team of experts worked "on-site" at the client's facility.
- Phase II: Migrated the client's fulfillment system "as is" to our facility while maintaining connectivity to the client's web based order entry system. We moved the back-end operations (system, inventory, racking, etc.) to the Universal Wilde facility.
- Phase III: Migrated "as is" system to a "cutting edge" solution.

The publisher's web-based, order-entry system was seamlessly connected to the new, cutting edge solution. Universal Wilde's Xccelerate™, state-of-the-art communications platform and print-on-demand capabilities enabled a streamlined and efficient process. The on-demand digital library made it feasible to offer more case studies, business reviews, reprints, and research studies than ever before.

RESULTS

- Cut time to market from 2-3 weeks to 2-3 days
- Saved approximately \$250,000 in production and mailing costs
- Increased response over 20%

Headquartered in Watertown Mass, This prestigious university publishing company is the leading provider of teaching materials for management education.

FOR MORE INFORMATION

Contact your UW representative, or visit us at:
universalwilde.com