



## Case Study: Avalon takes over company's secure print and mail services, while delivering significant cost savings



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### The Challenge

The client, a nationwide marketing services provider, had a secure print and mail distribution center, that they had managed for 25+ years, to assist with marketing initiatives for their clients. Due to the rising cost of these services – and the decrease in their need for print communications – it was no longer cost effective for them to handle these services internally.

They were seeking a business partner that could:

- Understand the needs of their clients (for example, nonprofit organizations) and could expand and contract with the increase or decrease in client demand
- Kick off the contract with zero downtime to their clients
- Serve as an extension of the company, so their clients wouldn't see a drop-off in the high level of customer service or quality of the product deliverable they had come to expect

### The Strategy

Avalon approached this challenge by:

- Running an in-depth analysis of the client's print and mail distribution center
- Performing key personnel interviews to understand the processes necessary to achieve a high-quality end product
- Conducting a thorough audit of equipment, technology, and personnel expenses to have a better understanding of their total cost of operations when performed internally
- Working directly with their accounting, risk management, and IT teams to create the total end solution

After this initial discovery period, we:

- Secured the proper space, equipment, technology, and personnel, so that on Day 1, we would operate as if we were a fully functional outsourced print center
- Hired one of their former employees, who brought years of experience and client intelligence



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- Assumed their equipment, which allowed us to continue to deliver a consistent end product
- Upgraded certain technologies and equipment that provided cost savings
- Implemented processes and procedures that increased efficiency and eliminated personnel expenses, which allowed for additional cost savings

### The Results

Avalon provided a solution that would deliver the same outcome, while realizing a 30% to 40% reduction in the overall cost of operations. We were also able to reduce personnel expenses by 70% through new technologies, processes, and procedures that generated identical quality of service. In addition, the client was able to reallocate the real estate expenses associated with their print center, which was more cost effective for the overall profitability of the company.

While our 39-month contract with this client began early in 2020, at the start of the COVID pandemic, the results had already proven to exceed the client's anticipated overall cost savings by Q1 2021.📈



### QUESTIONS?

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