



Automotive Sales Literature Case Study

Promotional and Product Literature

tgi
direct
Marketing Support Services

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Case study objectives

Project:

TGI Direct designed and built a web based fulfillment and print on demand hybrid system for a top tier automotive aftermarket manufacturer.

Vertical Market:

Manufacturing (Automotive Aftermarket)

Business Application:

Promotional and Product Literature

Project Objectives:

- Reduce inventories of printed materials and costs of warehousing preprinted pieces.
- Streamline the process of ordering sales support and marketing literature.
- Provide a web based ordering system that allows Sales associates to order brochures, sales sheets, and flyers in smaller sized order allotments.
- Provide inventory feedback to management to dictate reorder timing and volume.



Significant Results:

125% cost savings

Project Description:

TGI created a secure web portal where sales associates can login and order sales support collateral ranging from printed assets to premium items. Sales associates can select from several different static pieces ranging from single page sell sheets to tri-folded mailers and brochures. These printed assets also can display co-branding with some retail channel partners that participate in promotions with the manufacturer. Premium items can range from specialized product kits to branded bags and key chains. In addition, some of the premium items are produced outside of the TGI production facilities. These items are stocked from third parties and inventory is monitored using TGI's fulfillment system. This system uses automated detection and notification functions to monitor an agreed upon inventory floor. Once a particular item's inventory falls below the floor; the system automatically sends a functional manager a warning email. This allows TGI's customer's to make real time inventory decisions on the fly.

Summary:

Client	Fortune 500 Auto Aftermarket Manufacturer
Provider	TGI Direct
Software Provider/Partner	TGI Direct
Hardware	Xerox iGen3
Target Audience	WAREHOUSE DISTRIBUTORS/OEM'S
Distribution	30k pcs/year in about 80 different versions.
Date	On going