

## 4 KEY SERVICE OFFERINGS

### E-BUSINESS SERVICES

- Web Based Fulfillment
- Marketing Automation
- Database, File & Digital Asset Management

### PRINTING SERVICES

- On Demand Digital Print
- Commercial Printing Services
- Variable/Customized Print
- Print Management/Procurement
- Graphic Design

### DISTRIBUTION & MAIL SERVICES

- Mailing Services
- Fulfillment/Distribution

### DIGITAL MEDIA SERVICES

- Digital Imaging
- CD/DVD Production Services
- CD/DVD Mastering Services
- Data Encryption
- Creative Services

Business  
Process  
Outsourcing

Client Site,  
CoakleyTech Site  
or both

Solutions Built on: Supported by:  
CoakleyTech Connect Infrastructure

CoakleyTech

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A company with a proven new approach to print production, procurement and management

e-Business | Print | Distribution and Mail | Digital Media



OUR SIMPLE BUSINESS PROPOSITION

Reduce commercial print cost by up to 25%

CoakleyTech Print Management Services utilizes propriety technology, processes and expert on-site or off-site advisors to measurably and dramatically decrease commercial print expenses throughout your enterprise. Guaranteed Quality, Execution and On Time Delivery.



LOWERING A HIGH COST OF BUSINESS

According to a recent study conducted by InfoTrends/CAPV, as much as 15% of an organization's annual revenues are spent on document costs and printing activities.1 Market leading organizations have increased their focus on reducing the costs associated with one of the largest categories of document spend: commercial print.



CoakleyTech Print Management Services combines propriety technology, proven methodology, and professional expertise to buy, produce and manage your entire commercial print jobs while improving your business-critical documents.



THE COAKLEYTECH PRINT MANAGEMENT SERVICES PROCESS AT A GLANCE:

- Establish a baseline of print spend
• Assess and map current processes for producing and purchasing print spend
• Source the right suppliers for best fit, prices and quality
• Manage reorder points and reduce inventory
• Effectively produce and purchase print while measuring and reporting the savings
• Where applicable, migrate traditional offset to digital documents and on demand services
• Guaranteed auditable cost savings



THE RIGHT SOLUTION FOR YOUR CHALLENGE

Challenge: Fragmented Purchasing
Solution: We consolidate your transactions through centralized print buying methods to deliver volume-based price breaks. Leverage your economies of scale with all of our clients.



Challenge: Lack of print-buying expertise
Solution: Our Document Advisors have years of experience in the printing arena and can quickly determine the best way to fulfill a print order.



Challenge: Manual sourcing across lines of business
Solution: We streamline all print-buying transactions through fast, efficient software solutions.



Challenge: Tracking purchases and costs
Solution: We'll clearly show you what your commercial print expenses and savings are through our powerful methodologies and software.



'The value CoakleyTech brings to CNH Global is that it takes care of all our document management processes. CoakleyTech not only does this with great professionalism, but much more cost-effectively than we could ourselves.'

Phil Collins, Manager of Technical Information, CNH



1 'The Cost of Business Communication: A look at the business document lifecycle: InfoTrends/CAP Ventures

## PRINT MANAGEMENT CUSTOMIZED FOR YOU

Our approach to implement Print Management Services for your organization is meticulous, yet only takes 6 to 8 weeks to fully establish and begin delivering immediate savings. The foundation of CoakleyTech Print Management Services lies in five key areas:

**SOURCING:** CoakleyTech Document Advisors work with you to uncover all the different types of documents your organization produces—from traditional print jobs to niche die cutting and non-standard finishing applications. We then leverage a proven, two-stage evaluation process using proprietary CoakleyTech Connect software to find the commercial printers that best fit those exact jobs. We require print suppliers to undergo a thorough examination of their capabilities, work practices, and cost components which allows us to structure contracts that assure the highest possible quality at the lowest possible rate. The result is a certified network of approved suppliers custom-sourced to ensure your documents and their “sweet spots” match perfectly.

**PRICING:** Print Demand originates throughout your entire organization. Print Buying needs to be centralized, coordinated and consistent. CoakleyTech Connect our proprietary system allows us to use our volume to pre-negotiate discounted pricing with our certified supplier network. CoakleyTech Connect identifies the optimal equipment from our supplier base for a project based on best fit for that particular job and conducts a real time reverse auction process to guarantee the best price every single time.

**SOURCE BID:** Savings on an additional 6-10% are achieved by allowing suppliers to compete head-on by participating in e-auctions.

**MONITORING AND REPORTING:** By tracking and providing extensive and ongoing reporting on the projects printed and total costs, we are best able to measure the impact and manage the buying process. At the same time, we provide formalized reporting on our own activities and progress, offering you the “management visibility” you need to initiate change when and where it’s necessary.

**DOCUMENT ADVISORS:** Our Document Advisors are print buying experts dedicated to improving the value of your documents. These highly trained professionals can set up an office at your site or a combination of our site, they become informed on your documents, and add impact to your business through expert procurement and knowledgeable recommendations. This may be as simple as proposing a less expensive method of finishing, but they may also provide more substantive suggestions—like migrating an existing off-set-produced job to digital technology, CD, DVD and even to a paperless e-document.

## BENEFITS YOU CAN MEASURE

Our document advisors report monthly against assessment metrics, enabling you to quickly see how our services can:

- Lower commercial print spending by as much as 25-30%.
- Decrease purchase requisition processing by an average of 73%.
- Reduce inventory expenses to 5-50%.

## A PARTNER FOR THE FUTURE

With years of experience in providing innovative document solutions, our understanding and commitment to printing management are unparalleled. We have proven experience and case study success stories for leading Fortune 500 companies.

CoakleyTech Print Management Services help your business leverage your spending to minimize your commercial print cost today so you can focus more of your efforts on what’s really important, your core business.

