



StoreFront Case Study: Tyco Fire and Security – ADT StoreFront

Challenge:

ADT, Tyco Fire & Security's flagship business segment located in Boca Raton, Florida, spends more than \$5 million a year on literature used by 220 sales offices across the country. Until recently, the sales offices ordered literature through a call center in Tennessee for fulfillment by a third party operating out of a Tyco product warehouse in Georgia. Without a system for tracking orders, monitoring inventories, or controlling the ordering process, the corporate marketing team had no way of knowing when to reorder materials, no visibility about the frequency of direct mail campaigns by the various sales offices and no way to measure the ROI on these mailings. In addition, ADT was incurring excessive freight costs by shipping print materials from multiple suppliers to their Georgia warehouse and paying again for shipping the literature to the sales offices.

Solution:

As a preferred vendor, Consolidated Graphics has proactive sales executives who regularly speak with key ADT managers, learn their goals and concerns, and present solutions. Consolidated Graphics determined that ADT needed an automated system – easily accessible by its coast-to-coast offices – for procuring and managing its sales literature plus a supplier that could consolidate printing, storage and fulfillment in a single location. By combining the power of CGXSolutions' StoreFront technology with the comprehensive capabilities of Memphis-based Mercury Printing, Consolidated Graphics provided ADT with one-stop convenience plus substantial savings on shipping costs.

Results:

ADT has tremendously streamlined its processes and gained a powerful tool that enables the company to track orders, shipments and inventories. In addition, the corporate marketing team now has the information to monitor, measure, and improve their campaigns. Sales offices rapidly embraced the convenience and efficiency provided by the StoreFront site, which started with ten products and now offers more than 230 different marketing pieces. In addition to enhanced efficiency and control in their print purchasing processes, ADT is reaping substantial savings on freight costs by consolidating their printing, storage and fulfillment at Mercury Printing.