

International franchisor

Client profile

A fast-growing restaurant franchise has more than 36,000 locations domestically and abroad.

CASE STUDY



Objective

To better manage the supply of collateral to the growing network of stores – including marketing materials, menu boards and employee training material, the franchiser needed to drive scale and operational efficiencies while maintaining brand integrity and consistency.

PBMS solution

To improve collateral management, Pitney Bowes Management Services (PBMS) implemented its Critical Communications Solutions. A new streamlined workflow was created for reduced cost, faster turnaround, increased visibility of total collateral spend and improved control. The collateral management program included: warehouse services, distribution, and an on-line catalog ordering system.

PBMS created an on-line digital library of available products, including thumbnail representations. This provided a single view of all materials and helped to relieve the client's burden of managing collateral as well as providing the franchisees a more user-friendly process.

Results

Bottom line: The franchiser saw over 15% net savings, with more than \$10 million saved over the contract term.

Inventory is now managed real-time, with tracking and reporting capabilities, and can now be accessed on-line 24/7 by store owners for order entry, inventory control and reporting. The franchiser also gained single-source control over dozens of vendors.

By adopting a print-on-demand strategy, the franchisor can now react quicker and more efficiently to market changes associated with the demand for collateral. This strategy saves money by eliminating excess storage space, and the costs associated with overruns and obsolescence costs.

Benefits of web portal and smart collateral management

- Greater visibility in collateral spends with tighter controls including auditing and reporting tools
- Centralized access to marketing materials for many locations
- Great brand consistency
- Reduction in working capital and real estate expenses

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