



Optimizing print, promo, and apparel for a nationwide company

Case Study | Therapy Clinic Network



A need to integrate, standardize, and expand

A network of physical, occupational, speech, and ABA therapy clinics was looking to integrate, scale, and standardize its on-demand print capabilities — for everything from printed materials to branded apparel to promotional items — across 600+ locations in the U.S. The solution? ODP Business Solutions® Print, Promo, and Apparel services.





One company, three challenges

Prior to working with ODP Business Solutions, the customer was struggling with three key challenges:

1. A limited e-store

The client's previous e-store carried some branded apparel and promotional goods for its locations, but wasn't nearly as robust as the company wanted — and kitting wasn't available for the goods it did offer.

2. Technology that wasn't optimized

Tickets had to be submitted and processed for select print orders, and content for collateral (e.g., locations) had to be keyed in manually instead of populating automatically.

3. Multiple print vendors

The customer was juggling several suppliers across the U.S. This created additional costs, complexity, and inconsistency in quality and service levels for the locations and the company as a whole.





Putting progress in motion

Originally, the client had focused heavily on print, but had minimal apparel or promotional items to offer. ODP Business Solutions built the blueprint to expand the customer's functionality and launched with 120 items. And this was just the beginning.

Kitting made comprehensive

Kitting was also another new perk for the company. For example, any time new employees are hired, the client is now able to send a welcome kit that includes several items to their homes.

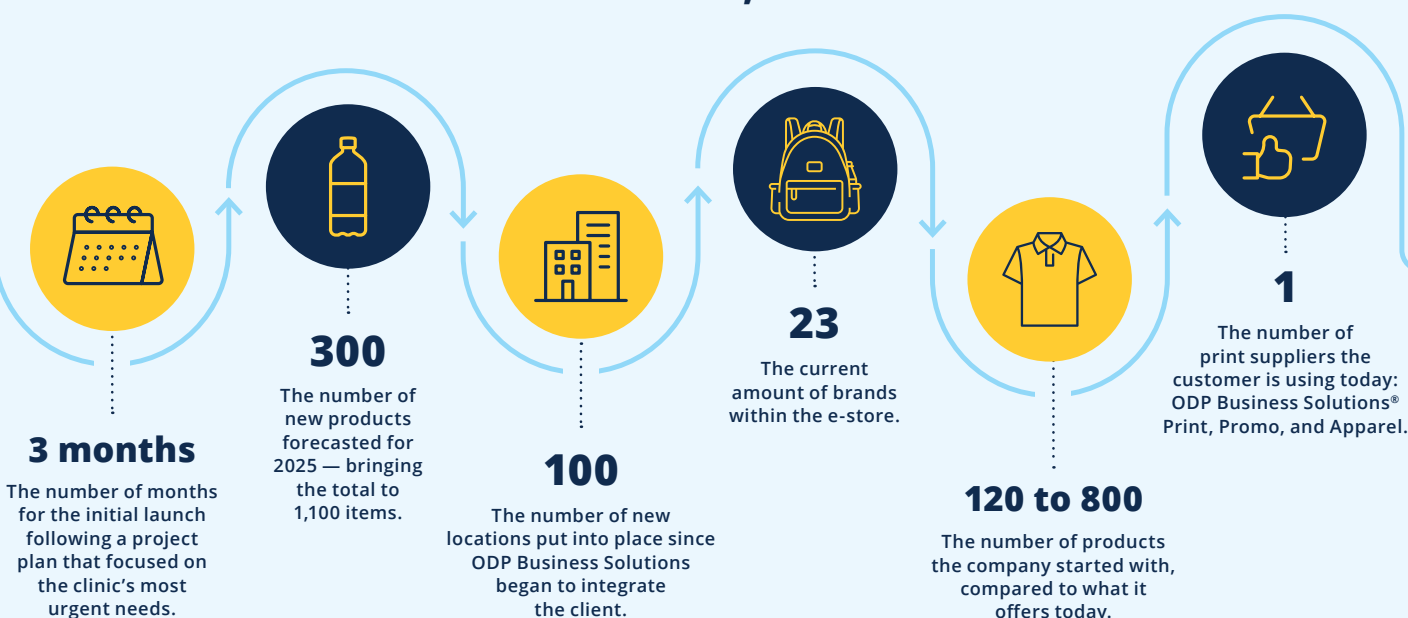
Access to purchasing power

The customer leveraged the buying power of ODP Business Solutions to the fullest so it could access lower order minimums and offer apparel and promo items that many others don't — including travel mugs, glassware, and barbecue grills from name brands.

Efficiency delivered

The company gained full visibility and control with one cost center, as well as the ability to apply budgets to users or products. This eliminated the need to expense outside print, promo, and apparel purchases.

REAL-WORLD RESULTS, BY THE NUMBERS





Looking ahead, together

Plans for the future include:

- Introduction of an API into the e-store's shopping cart
- Further integration with custom ERPs, the client's ARP system, and Azure
- Increased scalability
- Management of direct mail campaigns

Put our Print, Promo, and Apparel services to work for you

ODP Business Solutions combines cutting-edge technology, a nationwide network, and customizable solutions to be your one-stop shop for your Print, Promo and Apparel needs — plus inventory management, kitting, fulfillment, consultation and event project management.

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Contact us today.

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