

# Success Story: A U.K.-Based Reference Publisher



## Webcom BookOnDemand in Action

### Client: U.K.-Based Reference Publisher

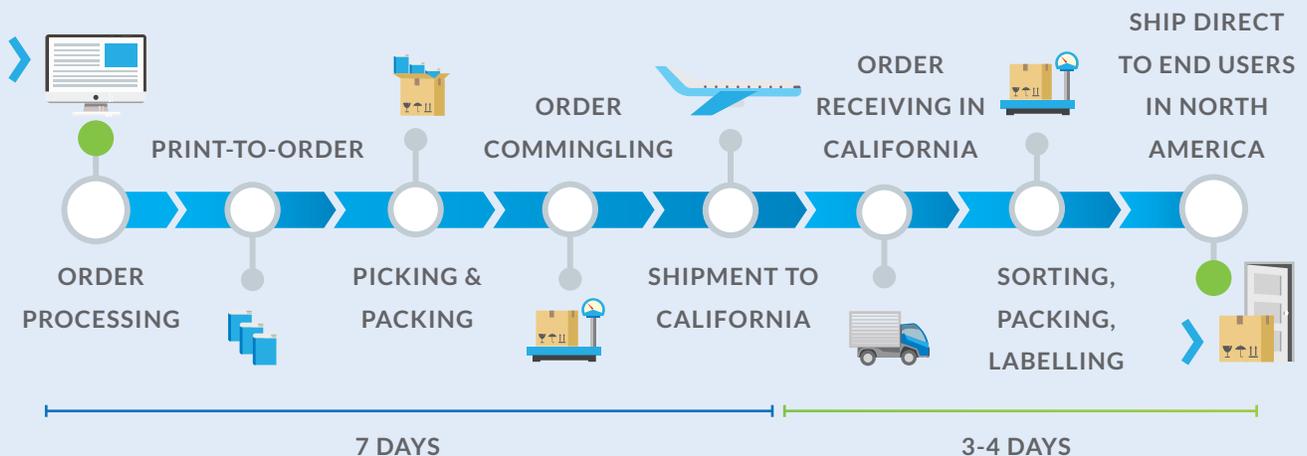
For a large U.K. publisher with over 2,000 titles in print, improving inventory management in North America would result in massive savings in overseas distribution and warehousing costs. This customer was willing to explore moving their short-run orders to our BookOnDemand solution.



### Situation:

Traditionally for this customer, all books were printed in London, U.K., then shipped to their warehouse in California, from where they were ultimately delivered to end users across Canada. While this situation may have been ideal when books were being printed and distributed in runs of 100,000+ copies, the value in shipping overseas was quickly diminishing as order sizes shrank. Their objectives were to eliminate the complexity of bringing books to the Canadian market, as well as improve time to market and reduce operating costs.

### Customer's Original Inventory Management Model

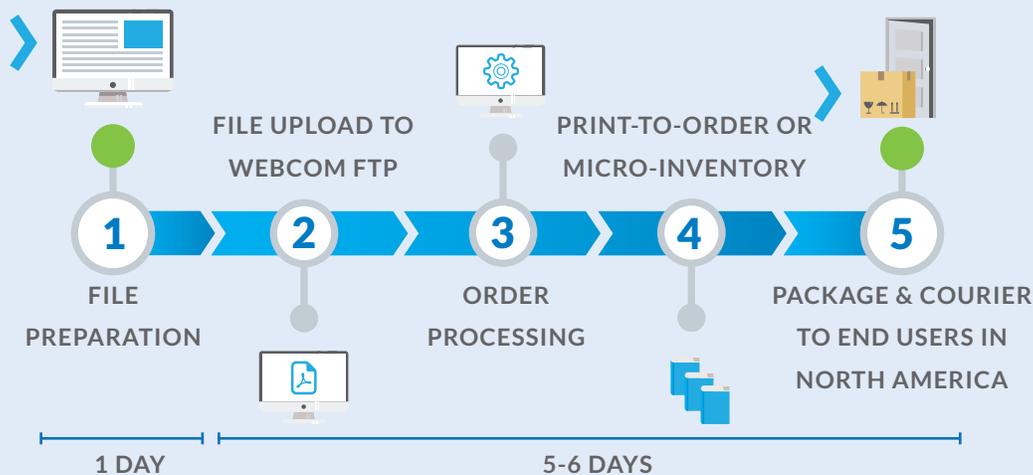


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### Solution:

By using Webcom BookOnDemand for short-run orders, the publisher was able to reduce their operating costs by 35%. They also took advantage of Webcom's strategic location in Toronto as a publishing distribution hub in North America to further expand their reach into the North American market.

### Customer's NEW Inventory Management Model



### Results:

- ✓ Eliminated freight cost into the warehouse
- ✓ Consolidated customer orders to improve order management and logistics
- ✓ Reduced turnaround time on most orders to 7 days
- ✓ Achieved zero lost sales in Canada for a one-year period



**By printing locally at Webcom, the publisher reduced their operating costs by 35% and shortened time to market by 4 days.**

Webcom is a leading Canadian book manufacturer serving independent and global publishers for over 40 years. With a long history of technology leadership, Webcom offers innovative print solutions to address the challenges of high inventory and production costs. Print solutions are integrated through automated workflow technology and leading-edge digital inkjet web presses, conventional offset presses and the latest bindery systems. [www.webcomlink.com](http://www.webcomlink.com)