

## CASE STUDY

**Office DEPOT.**  
**OfficeMax®**

Vital Communications achieves an average productivity increase of 148%

### THE CHALLENGE

Vital Communications is a new, expert managed communications business backed by the world-leading logistics capability of Office Depot. Vital manages large-scale print, marketing and communications projects from planning to execution and delivery in a single, cost-effective, end-to-end service.

As a fledgling company, Vital recognized it needed a differentiator in the marketplace in order to be successful. Managing an efficient operation, while providing operational efficiency and client transparency within one platform, was critical to their business.

### OUR SOLUTION

Mtivity's Professional Services team worked with Vital to understand their business requirements and recommended Vital integrate Mtivity with SAP and enable Mtivity Procure. Their buying team would be able to leverage real-time historical data and rate cards for job planning, and realize end-to-end process efficiencies by streamlining typical production management processes. What's more, Vital clients would experience ease of use when requesting new jobs, and the resulting estimate would

"Office Depot has worked closely with Mtivity to deploy an industry-leading technology platform which enables us to work more efficiently and helps our clients to reduce their costs through benchmarking and analysis.

**As a result we were able to achieve an average productivity increase of 148%.**

The adoption of these cutting edge features within our solution allows us to differentiate ourselves from other outsourced marketing communications providers."

Andy Eaton  
Head of Technology

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provide transparent, easy to interpret savings against pre-established benchmarks.

### THE BENEFITS:

**Benchmark & Historical Pricing:** Can be leveraged to generate instant estimates.

**Streamlined Processes:** Maintain consistent service across various client teams.

**Added Value:** For Vital clients helps to build loyalty and drive new business.

**Increased Efficiency:** Throughout the marketing procurement workflow. Reduces costs, increases margins and allows the buyer to concentrate on what they do best: buying.

**The Future:** Vital has recognized the benefits of Mtivity and their client roster is proof. Vital is a trusted service provider and continues to win new clients as a result of its solid value proposition supported by Mtivity technology.