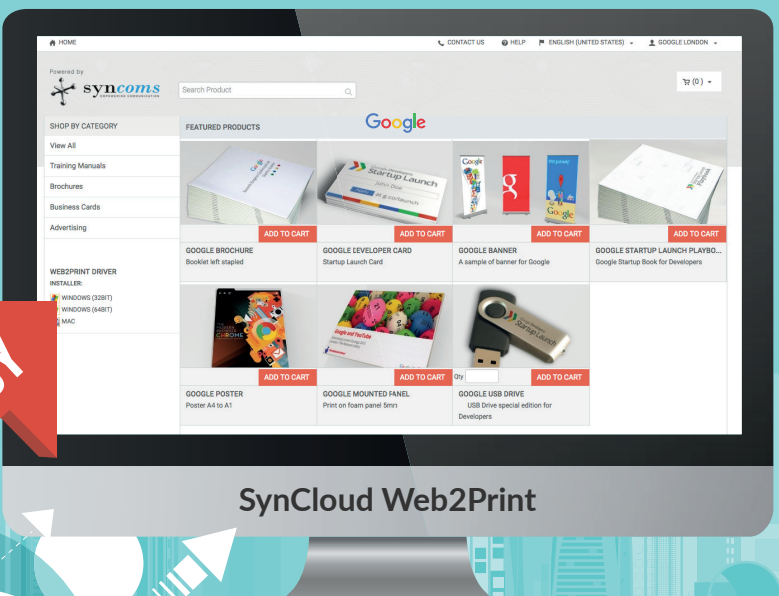


43% Cost SAVING



CASE STUDY

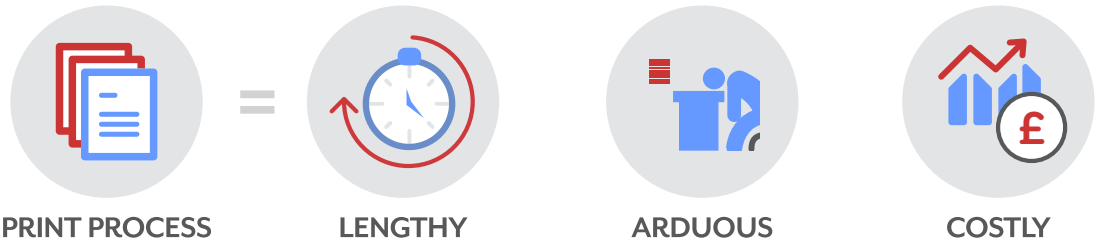


SynCloud Web2Print

How Google saved 43% off their printing costs through deploying SynCloud

1

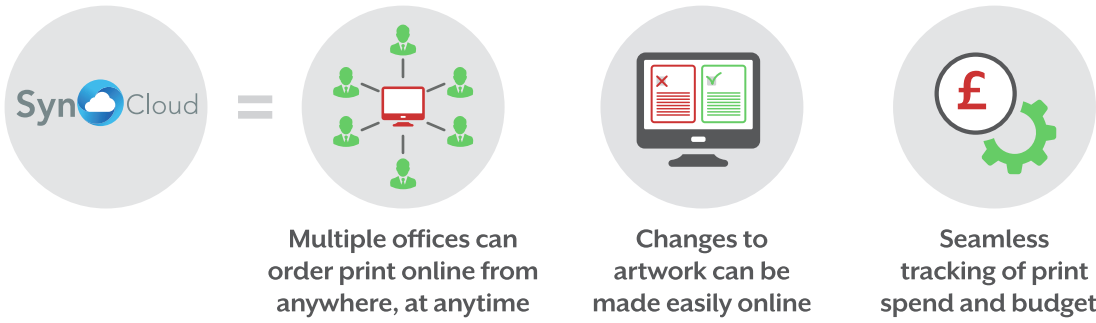
THE CHALLENGES



The Training Manager at Google spent much of her days travelling to different locations around the world delivering high quality training on site. As with most good training courses, she needed specific printed materials for the courses she delivers, but found she was wasting so much time due to the combination of stakeholders managing the different materials. International deliveries were particularly challenging, due to local suppliers requiring a lot of advanced notice.

2

HOW WE HELPED

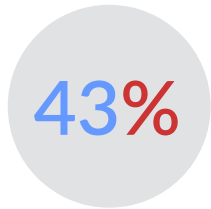


Print Express provided a free on-site consultation and audit of Google's print and ordering processes. After in-depth analyses of their procedures, we identified ways in which we could alleviate challenges and create efficiencies, in our comprehensive business report.

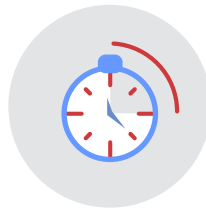
Our team of experts developers then went to work on creating a bespoke Web2Print solution to handle Google's printing needs. The cloud-based solution enabled Google to place orders from anywhere, at any time and ship globally at the touch of a button.

3

THE RESULT



43% SAVING ON ANNUAL PRINT SPEND



IMPROVED EFFICIENCY ACROSS THE ORGANISATION



EVERYONE IS HAPPIER

With all training materials stored in one, user-friendly platform, the time taken in managing the entire print process was reduced by 63%. Print Express' SynCloud solution ended up saving Google over 43% from the expense of printing their training manuals. In addition to providing cutting-edge technology to power Google's training requirements, deploying SynCloud has also given Google the ability to order any number and design of personalised promotional items and give-aways, all from one, centralised platform.

The new print process was so effective that other training departments within Google started to use it to upload their own modules to the system. The ability to select whatever training module they like and to print any number they demand has saved everyone at Google a huge amount of time and hassle.

4

CLIENT TESTIMONIAL

TRAINING EVENTS MANAGER/ EMEA
Google



“ Before SynCloud, the print ordering process was a real challenge. I was the central liaison point for training teams across Europe. Every time training manuals were required, I had to call the printers, discuss our requirements, await a price, e-mail files - the list goes on!

Syncoms met with me to discuss my requirements and conducted a full audit of procedures. They proposed the SynCloud solution, which has been transformational.

Training manuals can now be ordered online, from anywhere, at any time. What's more, members of our global teams can order online directly themselves - and with the approval systems in place, I still maintain control over the entire process.

In addition to the ordering of training manuals, the platform also enables us to order non-print give-aways such as pens and sweets. All our needs, therefore, are met by one centralised platform. All in all, the implementation of SynCloud has saved us a significant amount of time and money.

Syncoms truly care about their customers, and have been professional and diligent throughout. The SynCloud solution has empowered us to overhaul and streamline our entire training manual printing process, across the EMEA region. Whether our training is held in London or Barcelona, with SynCloud we can be assured that our materials can be ordered online, and delivered globally with ease. ”

