

The Sourcing Group brings more power to enterprise strategy solutions with EFI MarketDirect StoreFront

Since its inception in 2005, The Sourcing Group (TSG) has focused on exceptional customer service and a unique business model. Likening his business to an Amazon user experience for the brand and merchandise space, Founder/CEO Billy Caan and his team have created an extensive platform for enterprise strategies. Clients from the healthcare, insurance, financial, and restaurant industries benefit from a one-stop ecommerce source for their print and branded merchandise needs.

Caan described TSG as a hybrid business model that encompasses traditional elements like outsourcing, design and creative services, advertising agency functions, fulfillment operations, inventory management, and accounting. "The Sourcing Group is a hybrid of all those elements driven by technology integration," said Caan. TSG's list of clients includes Liberty Mutual Insurance, Emblem Health, Lincoln Financial Group, PepsiCo., The F.W. Webb Company, Polo/Ralph Lauren, Old Dominion Freight Line, and Blue Cross of Idaho.

The company embraced a more advanced level of technology integration about three years ago when it adopted EFISM MarketDirect StoreFront[®] web-to-print/ecommerce software to better service a new customer — a large healthcare provider with more than 111,000 employees, 75 hospitals, and more than 800 clinics. The client wanted to transition its regional processes, sourcing, and purchasing onto one integrated platform.

The need for a powerful web-to-print solution

The powerful, award-winning MarketDirect StoreFront platform creates complete ecommerce sites that can be branded and customized for specific clients, companies, or departments. It integrates with EFI MIS/ERP workflow



Billy Caan, Founder/CEO, The Sourcing Group

Challenge:

Consolidate print and promo item purchasing for hundreds of clinics and hospitals into a single ecommerce platform.



The Sourcing Group is an enterprise strategy provider. With headquarters in New York City, the company leverages a sophisticated technology platform to fulfill the print, marketing collateral, and branded merchandise needs of clients in the healthcare, insurance, financial, and restaurant industries.

Founded by Billy Caan and Dennis Clemente in 2005, The Sourcing Group manages the entire business process of creating, sourcing, manufacturing, distributing, warehousing, and financial accounting for any products that its clients need. Its technology platform brings together its clients and more than 3,000 certified trade partners in one integrated and transparent ecosystem.

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systems for full end-to-end business integration and with EFI's MarketDirect software for cross-media customer engagement and campaign management. An application programming interface (API) also supports open platform integration. TSG is establishing bi-directional communications integration between EFI MarketDirect StoreFront and the company's existing third-party ERP system using the API available from EFI.

TSG had not dealt with EFI before, but it soon realized it had found the solution it needed to undertake the huge consolidation and integration task required for its new healthcare client. "Everything we've done is geared around EFI's StoreFront platform," said Bill Ellis, vice president of Health Care Services for TSG. "We took multiple facilities and put them on one network. We now can give our client the price, service, and transparency they need, and we can hold prices consistently across various regions. We can also document and show them the savings."

Integrating TSG's MarketDirect StoreFront platform required adding more than 10,000 products to the system, including labels, forms, marketing items, apparel, and promo items. Items were broken down in several categories and further refined by customized access to facilities based on the needs of different locations. The system accommodates 5,300 users from the healthcare provider in addition to hundreds of certified trade partners.

Online job submissions that originate from TSG's client are routed directly to third-party suppliers, while TSG tracks all request for quotes and transactions, discerns trends, checks production status, monitors and manages inventory, and performs the accounting function. The system is also fully transparent to client users. A key attraction was MarketDirect StoreFront's ability to add the health provider's 13 in-plant shops into the system — something other web-to-print platforms couldn't execute.

"Basically, anything that's required inside a hospital is accessible on the system," said Ellis.

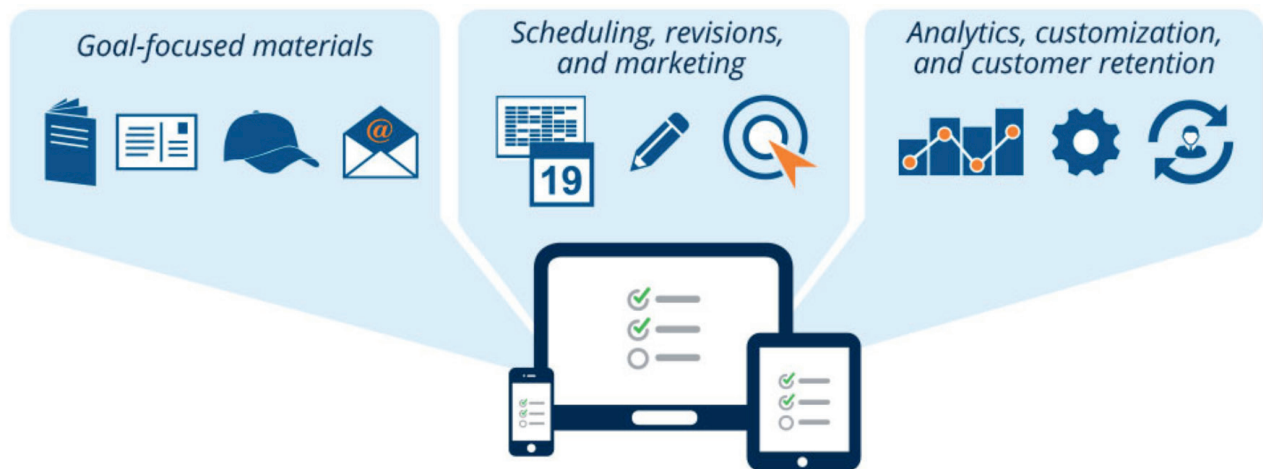
Adding to the effectiveness of the web-to-print system is EFI SmartCanvas, a web-based design tool within MarketDirect StoreFront that gives administrators the power to create templates for greeting cards, flyers, brochures, and a host of other products.

According to Caan, "MarketDirect StoreFront with SmartCanvas manages the complete customer experience, which gives TSG unlimited capability to expand our suite of services."

Solution:

"MarketDirect StoreFront with Smart Canvas is a complete customer management system that gives us unlimited capability to expand."

BILLY CAAN, FOUNDER/CEO
THE SOURCING GROUP



EFI MarketDirect supports TSG's MultiSource-OmniChannel solution, an agile platform that gives TSG clients the ability to use centralized and field marketing strategies to manage ordering and fulfillment for marketing collateral, branded merchandise, and more.

EFI delivers large gains and future growth

"The success of the project has unleashed significant growth opportunities. After originally bringing 40 hospitals onto the EFI web-to-print platform, TSG's healthcare client now has 50 hospitals and more than 800 clinics using MarketDirect StoreFront — with an additional 25 hospitals in line to be added. "We're growing daily," said Ellis. "As our client acquires or merges with other clinics and hospitals, we pull them onto the platform."

Savings have been enormous as well. To start with, TSG was able to eliminate costs by streamlining sourcing and driving price consistency for products produced in different parts of the country. The healthcare provider subsequently reduced its overhead costs significantly, closing nine of its in-house print shop locations.

The successful and positive experience with the web-to-print implementation recently led TSG to add EFI MarketDirect Cross Media (XM) to its arsenal of sophisticated technology. MarketDirect XM is a customer communication and marketing campaign platform that offers an intuitive user experience for creating personalized communications across nearly any medium, including e-mail, web, print, mobile, and social media. Content includes graphics, images, text, pURLs, and QR codes.

"When we saw Cross Media, we loved it," said Caan. "We tailor our technology offerings to meet the needs of our clients. Not all our clients need web-to-print capability. But we can see deploying Cross Media across all the industries we serve, and we see unlimited potential. In the short time we've had it, MarketDirect Cross Media has become a truly valuable tool in our dashboard."

Result:

"We can give our client the price, service, and transparency they need, and we can hold prices consistently across various regions. We can also document and show them the savings."

BILL ELLIS,
VP OF HEALTH CARE SERVICES
THE SOURCING GROUP

EFI fuels success.

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