



IP



Fortune 1000 Pharma – Case Study

Business Profile

- Operating company of World's largest pharmaceutical manufacturer
- Specialize in biotech products
- Located in Horsham, PA



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Product

- Inflamicade
 - Advanced treatment for people with inflammatory disorders involving the immune system



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Business problem

- Initially brought in to print forms with sequential numbering
- Told on December 19th for the need of 10,000 complete launch kits by January 2nd
- Launch kit to include:
 - (10) 10-page brochures
 - Launch kit box
 - 6 page brochure
 - PI
 - Pad of forms
- Delivered into rep's hands by January 2nd to 475 drop ship locations



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Challenges

- Holidays and weekends resulted in only 6 working days to complete
- No area binderies would agree to the job at any cost
- Company's printer declined job based on an unreasonable deadline
- Typical turnaround for the is job is 3-4 weeks



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Our Solution

- Established an immediate production team to develop workflow prioritization from longest lead-time items to shortest
- Identified parallel production processes to save time
- Brought virtually every part of production in-house for control and timing
- Capacity launch box required hand gluing to meet schedule
- Identified a 20 person assembly team working 24/7 to meet schedule
- Proofs delivered overnight, on press the next night



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The Result – Savings and Efficiencies

- Job delivered to all 475 reps on time and perfect on January 2nd as promised
- Saved over \$20,000 in bindery fees if they would have taken the job
- Bandwidth for high volume allowed Innovation to handle this job as one of dozens of concurrent jobs
- Wide range of in-house services allows for tighter control, faster turnaround, and greater cost savings
- Cited by customer having accomplished what no other printer could have done

