

optamark

Drives Double-Digit Growth for YMCA



About YMCA

The YMCA is the leading non-profit committed to strengthening community by connecting all people to their potential, purpose and each other. Working locally, we focus on empowering young people, improving health and well-being and inspiring action in and across communities.

The YMCA is a non-profit like no other. That's because in 10,000 neighbourhoods across the nation, we have the presence and partnerships to not just promise, but deliver positive change.

Challenges

YMCA was looking for a robust print procurement solution for their print and promotional ordering and reordering. The solution needed to efficiently handle fast turnaround work submitted through a web-to-print catalogue, as well as custom printing from a single, user-friendly interface. It needed to be able to manage an extensive list of catalogue jobs as well as transparently manage vended-out work that fell outside of the defined set of standard products. Vended work required three quotes to meet the requirements.

YMCA WITH OPTAMARK FOR A UNIQUE PRINT MANAGEMENT SOLUTION

Solution

In doing the market research that enabled YMCA to respond to their team's needs, the company was not able to find an existing solution that could affordably meet all its needs. By creating a development project with Optamark, however, YMCA was able to put together a unique, automated, and streamlined solution that could meet all of their team's needs & requirements. This included:

- ▶ Connected workflow for custom print jobs from job origination through supplier selection, pricing, proposal, order, and tracking key production dates.
- ▶ Optamark's web-to-print for fast turn printing from an online catalogue.
- ▶ Optamark's to house the pricing and quoting engine driving the Optamark branded storefront, and automate workflow based on business rules.

Results

Ordering and reordering was a challenge with our team from different locations," said Jody Cumming, Senior Marketing & Brand Director. "Our existing system of tracking work via email and Excel spreadsheets was clearly not going to be adequate considering the volume and complexity of work the project would entail. Over the two-year period, we were able to source expertise from Optamark to create a unique solution that met all of our requirements. "Jody Cumming explains that there are contracted prices for a large number of items that can be ordered through the Optamark storefront. "Anything contracted out, outside of that catalogue," he says, "requires three quotes to comply with State regulations designed to avoid nepotism or unethical behaviour. By integrating Optamark, we have been able to automate that process. Anything not in the catalogue that is submitted as a custom job is handed off to other vendors without human intervention in an automated process. Once quotes are returned, the company determines who will receive the award and the job is then tracked through Optamark. This gives us an audit trail and the ability to generate the detailed reports required by the company. Optamark is the consolidation point for all of the data." "This gives us the capabilities to align resources and set up business rules," Jody Cumming adds. "For example, if we have multiple business lines or printers, we can automate the process to always send a certain job to a specific press without pre-flight or manual intervention." Also important to YMCA is the support provided by Optamark. "The associate that manages the storefront is tech savvy," Jody Cumming notes, "and he gets on the phone with Optamark to kick ideas around and solve problems or improve the system. The implementation is unique in the way it prices things so we needed some customization to comply with that. Optamark has been very dedicated and open, and scheduled weekly meetings during the implementation process to get us up and running. We need less support now, since it is very easy to add new items, or copy and modify an existing item. But if we do need help, they are always there for us."