

Case Study



Business Development Services



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Sir Speedy Houston Expands Its International Printing Business

Printers and Marketing Service Providers Expand Reach With Xerox Premier Partners Global Network

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Introduction

Houston, Texas is recognized worldwide for its energy industry, particularly oil and natural gas. Therefore, it comes as no surprise that the only Sir Speedy location in Houston (launched 34 years ago) would target this market for printing and marketing service needs. Many of Sir Speedy Houston's energy market clients are international firms with printing needs that span the globe. While revenues for fulfilling customers' local printing needs were strong, International Marketing Manager Pat Reed recognized an opportunity to differentiate from local competitors while meeting the global needs of energy customers. To supplement her Franchise Services International (FSI) offices, Reed uses the Xerox Premier Partners Global Network to meet customers' demands for distributing and printing in international locations. Access to an international network of proven print providers has helped the company to better serve its customers and grow its business.

Why Outsource?

International document management is an important and significant part of Sir Speedy Houston's business. Having delivered print to every continent except Antarctica (only because there isn't a printer there), Sir Speedy Houston offers customers the opportunity to receive quality, affordable, and timely printing services on a domestic or international basis. Many customers have a need to print a wide array of applications, including stationery, collateral for worldwide offices, trade show and conference booth materials, and training materials. Printing these materials on a global basis can be quite challenging due to lost packages/customs delays, high shipping costs, quality exceptions, and inconsistencies in brand standards.

Lost Packages & Customs Delays

Prior to outsourcing, Reed experienced a few snafus in printing and shipping to international locations. She explains, "One of our clients printed a set of 40 training manuals that were lost in international shipping and never arrived. Luckily, my client had four books packed away in his suitcase and he was able to teach the class of 40 people using only those four books. That experience was a nightmare, but I won't have to relive it because I'm using the Xerox Premier Partners Global Network now!" Reed has also had projects go awry due to customs delays. The reasons for delays are unknown in these cases, but customs in various countries can create major delays. Outsourcing locally whenever possible has proven to be a significant driver to delivering print projects on time.

The ability to print locally can often save clients a significant amount of time and money.

High International Shipping Costs

In many cases, international shipping rates can be quite expensive. For example, Reed describes a recent package of brochures that needed to arrive in Africa for a trade show. She notes, “The package needed to take a ride across the Atlantic Ocean down to the Ivory Coast to South Africa, and the shipping cost was nearly \$1,200 for just one box!” While shipping costs are invoiced directly to its customers, Sir Speedy Houston prefers the benefit of outsourcing to local regions to avoid them altogether. The ability to print locally can often save clients a significant amount of time and money.

Figure 1: Shipping Packages Internationally



“In addition to great quality printing and excellent service, Premier Partners offer reasonable prices too!”

Quality Printing Through Xerox Premier Partners

Prior to using the Xerox Premier Partners Global Network for referrals, Reed struggled to find quality printers to outsource work worldwide. In her efforts to outsource print to various countries, Reed found that many printers could not meet the quality standards her customers expected. The Xerox Premier Partners Global Network is exclusive to those print firms that have met quality requirements. These print providers typically have the most up-to-date digital and large format equipment, often provide offset printing services, and have exceptional customer service. Reed continues, “In addition to great quality printing and excellent service, Premier Partners offer reasonable prices too!”

Brand Consistency

Like many companies, Sir Speedy Houston’s large corporate clients require strict adherence to brand standards and expect consistency regardless of where in the world the material is printed. Prior to using Sir Speedy Houston for their international printing needs, many customers struggled with the management of the printing processes in addition to complying with brand guidelines. For Reed, using trusted partners has helped the company ensure that customers’ brand standards are met. The value of Sir Speedy Houston’s international printing offering has also increased.

Reed has outsourced work to over 40 Premier Partners on six continents to date—representing about 80% of her international printing network.

Establishing a Network of Trusted Partners

Sir Speedy is a brand of Franchise Services International (FSI), which also includes PIP, MultiCopy, and EastNet Printing. Over the years, Reed has developed an extensive global network of partners in the FSI organization. Reed supplements that network with Xerox Premier Partners and has outsourced work to over 40 Premier Partners on six continents to date, representing about 80% of her international printing network. The Figure below provides an image of a map that is hanging in Reed's office, illustrating the expanse of the partner locations.

Figure 2: Map of Partner Locations



“All of the Premier Partners that I have worked with have acted professionally, responded to my requests in a timely manner, and provided exceptional service and quality products.”

Once the relationship with a Xerox Premier Partner member is established, Reed reports that the process is very easy. When working with various regions, time zones can be a challenge for that initial point of contact. Reed typically starts the initiation process by conducting a quick search using the “[Find a Premier Partner](#)” feature on the Xerox website. Once she has identified a possible Partner, Reed will either reach out directly or contact the Xerox Global Program Office to ensure that she is reaching out to the best resource available for her printing needs. Although it sometimes takes up to two weeks to establish a relationship with a partner member, Reed has been fully satisfied with each of the contracted partners. She has also been impressed by the ease of communication on a global basis given that she is only able to speak English. She elaborates, “There has never been any kind of a language barrier. All of the Premier Partners that I have worked with have acted professionally, responded to my requests in a timely manner, and provided exceptional service and quality products.”

Notable Business Results

“Without the Xerox Premier Partners Global Network, I would not have this part of my business.”

Sir Speedy Houston’s outsourced international printing represents about 15% of its business to date, and this share is growing every year. In fact, Reed reports that sales have increased every year for the past five years. She opines, “Without the Xerox Premier Partners Global Network, I would not have this part of my business.” Additionally, every customer that has taken advantage of Sir Speedy Houston’s international reach has increased the volume of work sent to the company. Reed notes, “We currently process at least one international printing project per week.”

According to Reed, the Xerox Premier Partners Global Network has enabled Sir Speedy to expand its geographic reach and provide customers with quality print work and outstanding service. “Our customers now consider us an integral part of their business,” she states. Through its online document management system, the Sir Speedy operation processes customer orders for international distribution, and sends them to either an FSI international office or to a select Xerox Premier Partner member to produce and deliver the order. She continues, “This process has become a stress-free way of doing business for my customers.”

It’s Not Just for Oil & Gas... You Can Do It Too!

These days, Sir Speedy Houston leverages its international network of print providers for short-run digital and offset printing of brochures, business cards, flyers, promotional products, and training manuals. It also relies on partners that offer quality large format printing for posters and tradeshow banners and booth wraps. None of these applications, however, are exclusive to the oil and gas market that Sir Speedy Houston currently services. Virtually any print service provider with any type of client has the opportunity to rethink its international print and marketing services. Hospitals, financial institutions, technology companies, and many other corporations have international printing needs that you could be servicing. Take the time to look through your client list, then start thinking about how you can serve your customers’ needs to communicate internationally. When you’re ready to capitalize on the opportunity, be sure to leverage the reliable and quality partners that are always accessible through the Xerox Premier Partner Global Network!

To learn more about the Xerox Premier Partner Global Network, please visit www.XeroxDigitalHotSpot.com.

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