



Sample Kits Act as the Catalyst for Curriculum Adoption

BEYOND INK



Background

An educational textbook publisher strives to engage all students deeply with challenging content while also providing teachers and administrators with powerful tools that help them understand and respond to the needs of every student. They build relationships with school districts, offering K-5 and middle school learning curriculum. Program materials are introduced to educators by delivering custom built learning sample kits.



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CHALLENGE

With no central warehouse to pull inventory and assemble the specialized sample kits, the publisher put the responsibility on their vendor network to execute the sampling program.

Publisher sales reps order pre-configured or customized kits via their in-house CRM application. The challenge for service providers was seamlessly integrating with the CRM system to automatically receive kit orders.



SOLUTION

Already a trusted printer for the publisher, we leveraged our fulfillment expertise to:

- Build an integration to accept orders directly from the publisher's CRM platform.
- Produce, warehouse and maintain an inventory of over 300 loose and kitted products.
- Source branded materials through our in-house promotional marketing arm.
- Assemble supplied, or procured, corrugated display units.
- Insert 3 to 40 items into bag or box display units, and warehouse up to 100 kitted, orderable sales sample products.
- Receive daily sample order feeds via the integration.
- Address and ship within 24 hours of receipt of order.
- Provide custom daily reporting and inventory management.



RESULT

The seamless integration and process established by BR is integral to the success of the sample program. In addition, by taking advantage of BR's strategic book printing and fulfillment locations in California and Kentucky, the publisher is able to direct orders to the facility closest to the school district receiving the materials. This not only ensures delivery within 2 days of ordering but results in significant logistics cost savings.



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