



Case Study

“ Our primary objective was to select an organisation that was capable of delivering innovative, cost-effective print solutions with standards of service and product quality radically better than we had been receiving. The APS Group proposal was not only innovative and forward looking. It was a compelling proposition that would provide our UK users with an exciting opportunity to benefit from a new approach to work. ”

Jayne Ponzio, Head of Communications/Sponsorship and Marketing Services

Company profile

- AEGON UK is part of the Dutch-owned AEGON Group, one of the world's largest life insurance and pensions providers. With headquarters in Edinburgh, AEGON UK has a network of sales centres located across the UK which support its financial advisers. The organisation employs around 4,900 people and has more than two million UK customers.
- The existing process, with paper copies and job bags, was considered too slow, too inefficient and lacked the necessary controls.
- It was clear that best value would only be achieved by appointing a supplier that would not only deliver competitive pricing but would also provide first-class support for the communications and marketing function.
- A tender process for print, storage and distribution services plus the implementation of the new brand identity was instigated and suppliers from within the print management sector were shortlisted.
- Following an exhaustive process AEGON decided to sever its long-standing print management relationship in favour of a new partnership with APS.

The business requirements

- AEGON's specific objectives were to:
 - Introduce process improvements for print, document production, order processing, storage, distribution and fulfilment
 - Deliver substantial savings across the total print spend
 - Provide brand marketing support at the highest level
- A full review of AEGON's systems and processes enabled APS to develop a clear picture of the current position before recommending where optimum improvements might be sought.
- The information gathered proved invaluable in developing a strategy that led to an innovative print management solution specific to AEGON's business requirements.

The APS solution

- A radical business model that was much wider than providing print, storage and distribution. It comprised:
 - The outsourcing to APS of an internal design, artwork and production studio
 - The introduction of SimplyInfo, a web-based content management system unique to APS
- Access to management information and online tools to track jobs and manage budgets, timescales and quality
- A fixed-price calculator for the majority of print, providing long-term price stability
- A phased implementation of the services to minimise any risk to AEGON UK's business.



The benefits

- Redundancy for the traditional job bag system along with hard copy requests for compliance, technical and legal checks as well as creative, artwork and print quotes.
- Replaced with a leading edge, fully electronic document management system providing detailed information at the click of a mouse.
- Three key benefits of the new system:
 - Reduces the number of manual processes
 - Consolidates some of the repetitive activities
 - Smartens the document production process
- Bespoke training programme for 300 plus new users of SimplyInfo.

“SimplyInfo is a content management tool that has substantially improved our workflow. The partnership between AEGON UK and APS Group has produced significant cost savings, process enhancements and service improvements. This is a genuine partnership which will deliver long-term benefits.”

Jayne Ponzio