

Key Benefits

- **Maintained 20-year relationship with professional service client by meeting worldwide service demands and increasing product offering to meet growing need**
Increased basic stationery product line offering to include wearables and event eStore, resulting in \$260,000 one-time sale.
- **Simplified ordering process for the company's 19,000 users while maintaining brand compliance and reducing errors**
- **Decreased standard turnaround time by 40%**
- **Significantly increased on-time delivery to 98.3%**

Servicing the growing needs of professional services industry results in successful long term partnership

Company Profile

Booz Allen Hamilton is a global consulting firm providing services to the world's leading corporations, government and other public agencies, emerging growth companies, and institutions. Booz Allen's major areas of expertise include: Strategy & Leadership, Organization & Change Management, Operations, Innovation, Sales & Marketing, and Information Technology. With more than 19,000 employees on six continents, this 90-year old private company generates annual sales of \$4 billion.

Challenge

For over 20 years, Fine Arts Engraving has been a trusted vendor-partner with Booz Allen Hamilton, providing quality stationery, business cards, and marketing collateral. Sales of common Fine Arts products grew steadily over that period, though FAE was only servicing the US employees of this worldwide firm.

Fine Arts Solutions and Results

Based on experience with clients such as Arthur Andersen, Accenture, and PricewaterhouseCoopers; Fine Arts was positioned as the leader in stationery print management of worldwide rebranding programs for large firms. The Booz Allen brand was overhauled in 2001 and the firm rehired Fine Arts – this time on a worldwide basis – to provide business cards, stationery and marketing collateral. This large, one-time order and opportunity to expand products to additional offices resulted in a 1-year sales increase of over 80%.

In order to drive continued growth, in 2006 Fine Arts packaged common products such as note cards and other personalized stationery into a "Partner Kit". The kit was a convenient and prestigious way to welcome new partners into the firm, which now results in large orders when new partners are named in the spring and fall.

In 2005, Merrill Corporation acquired Fine Arts Engraving. The marriage gave Fine Arts instant access to additional branded product lines and upgraded technology to offer to existing clients, which is a strong competitive advantage in the professional services market.

Booz Allen was the initial target for Merrill Fine Arts (MFAE) expanded offering of branded products, including wearables. In 2006, MFAE partnered with Booz Allen to create the official online store for the PGA Booz Allen Classic. Merrill Fine Arts sold event tickets and branded merchandise through the eStore ordering site and also on-site at key BAH locations. This single event resulted in sales of \$260,000.

After the Booz Allen Classic, Merrill Fine Arts turned its attention to upgrading the ordering platform for receiving traditional business card and stationery orders. The existing ordering site was outdated, causing delivery delays due to technology malfunctions. MFAE implemented a Brandstore ordering site, based on Merrill's netPrint platform, and it was an instant hit worldwide! The new site completed a revamping of service level agreements with Booz Allen, which resulted in 40% reduction in year-over-year average turnaround time and 98.3% on-time delivery average.



**FINE
ARTS**

FINE ARTS ENGRAVING
A Merrill Communications Company



success story

Moving forward, Merrill Fine Arts is continuing to provide improved service to Booz Allen and focus on new product offerings. The next step is the introduction of a line of high-end ad specialty products including MP3 players, crystal keepsakes and wearables.

Due to these successes, the client has recently agreed to negotiate a new three-year contract. Merrill Fine Arts business relationship with Booz Allen has evolved based not only on the client's growing business needs, but also MFAE's expanded product line offerings that fit the needs of the professional service client.

CUSTOMER LIFETIME VALUE

	<u>Products</u>	<u>Annual Sales</u>	<u>Booz Allen Hamilton</u>
1. New Customer	Business cards Stationery	\$75-\$125k	FY2000: \$357k
2. Phase 2 (Years 2-3)	Business cards Stationery	\$50-\$100k	FY2001: \$446k
3. "Old" Phase 3 (Years 3-4)	Business cards Stationery Collateral - Holiday cards - Memo pads - Report covers - Folders	\$100-\$150k	FY2002: \$854k FY2003: \$700k FY2005: \$844k FY2006: \$841k
4. "New" Phase 3 (Years 3-6)	Business cards Stationery Collateral - Holiday cards - Memo pads - Report covers - Folders Merrill Products	\$250-\$750k	FY2007: \$1,040k
5. Phase 5 (Conversion)	All of the above	\$500-\$1,250k	

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