



**KONICA MINOLTA**

Marketing Services

# An introduction to Konica Minolta Marketing Services

**OMNIA**  
PARTNERS

# We get closer

## Meet Konica Minolta Marketing Services – the marketing activation specialists

Aggressive procurement targets. Ambitious marketing goals. These are the twin challenges brands face today. Add in a sprawling supplier roster and it's easy to see why modern marketing is complicated.

At Konica Minolta Marketing Services (KMMS), we have the breadth of services that make us an all-in partner for your marketing, from effective creative to efficient procurement and delivery.

### Drive. Do. Deliver

Through our communications agency services, creative production expertise, and world-leading procurement network, we get closer to your business.

#### Drive...

Our communications agency deals in data, strategy, and activation of that strategy through creative services, technology implementation, and digital know-how.

#### Do...

Our unique model for creative production rolls out beautiful marketing materials, in any channel and for any market. On-site with your people or centrally in our studio.

#### Deliver...

We produce your marketing materials at scale, around the world using our production nous, buying power, and half a century of print heritage.

**We create a customized service to exactly match your needs. Some of our services...**

**Creative ideas and campaigns**

**Central and local Studio Services**

**Print, POS, merchandise, retail displays design & procurement**

**Library and digital asset management solutions**

**Collaborative technology to break down silos**

**Job and campaign management technology**

**“ We have the breadth of services that make us an all-in partner for your marketing.”**

## Where are we

We have the most complete infrastructure around the globe with staff and supply chains based in 35 countries in Europe, Middle East, APAC and the Americas. Our Americas headquarters is located in Ramsey, New Jersey, and we are currently based in numerous on-site customer locations throughout North America.

## Close to brands – our clients

We're proud to work with many world leading brands. Our clients include:

StanleyBlack&Decker



## KMMS in numbers

49

years in business

35

countries across 4 continents

500+

global staff

17%

average year 1 print management saving

\$450m

revenue

# The benefits of working with KMMS

At KMMS, we have the breadth of services that make us an all-in partner for your marketing activities, from effective creative to efficient procurement and delivery. We make it our business to streamline your processes, manage your production, and implement better ways of doing things across your marketing mix.

Through our communications agency services, creative production expertise, and world-leading procurement network, we get closer to your business. Here's some of the reasons we're a great fit.

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## Size

Our size ensures we have the leverage and resources in place to support global organizations. We are present in over 35 countries worldwide and backed by the Konica Minolta brand with a revenue of \$9B. This means we can provide the appropriate resource for your needs and ensure you have the correct levels of expertise in place.

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## Quality

We are recognized as a leading provider of high quality, consistent brand solutions. We operate a dedicated color management team who support our clients, suppliers and internal teams to ensure that we establish and implement brand standards in every market. We are the only global print manager to be accredited to the most exacting color standard; ISO12647, and we use this standard to underpin our approach.

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## Expertise

We have staff with many years of knowledge, from the graphical industry, in-house agency, client side, external agency, and marketing services suppliers across a range of creative disciplines; having this holistic understanding enables us to implement the ideal solution.

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## Experience

We have been working with world-leading organizations and their household brands since 1969, establishing long-term partnerships with many of them.

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## Operation model

Our unique operating model is a customized model which balances on-site (account management, and/or studio workers) and central resources (supply chain management, innovation, central studio) that can offer a comprehensive tailor-made solution and digital communication materials.

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## CSR & sustainability

As part of our drive to improve Corporate Social Responsibility (CSR) and sustainability we hold the following accreditations: ISO14001, FSC, PEFC, EcoVadis (Gold Standard) and CarbonNeutral. Our solutions also support metrics improvement across Women, Minority and Veteran-owned businesses on behalf of our clients.

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## Brand guardians

We act as brand guardians for our clients; we utilize our integrated creative production and print management expertise to ensure your brand is delivered consistently throughout all of your print and digital communication materials.

## Helping marketing work for Heineken



We deliver huge cost savings and work at pace to produce effective marketing for Heineken, Europe's largest brewer. KMMS's work with this iconic drinks brand demonstrates our global presence in the procurement market, alongside our efficient and creative 'hub and spoke' agency model, which combines on-site expertise with central studio services.

### The challenge

Heineken is the largest brewer in Europe and the third-largest drinks company in the world.

With over 160 of the world's best known drinks brands in its roster, including Fosters, John Smiths and Strongbow, the company put its print management out to tender in 2013.

Back in 2013, Heineken needed a partner that would revolutionize its global procurement strategy. It wanted a single print management agency to work on bringing costs down, deliver greater transparency of spend, and create opportunities for harmonization and rationalization.

KMMS was successful in a competitive pitch, thanks to our localized geographical expertise. Our global

solution meant that we had the right in-country teams and supplier roster already in place, as well as first-hand experience of how each market worked.

### Our approach

Heineken's buying practices around the world were largely based on habit – relationships with suppliers that were based on history rather than merit. KMMS took over that supply chain, using vendors from our own extensive roster and working with Heineken's existing vendors to improve efficiencies.

Work officially began on 1 January 2014. We took a phased approach, finessing our processes in three to five markets at a time, and getting every country on board within 18 months.

 **The Heineken Portal also proved a hugely useful resource, allowing for shared ideas, encouraging global buy-in and adoption, reducing rogue spending and driving brand consistency.”**

## Phase 1

We identified saving opportunities in every market, and set about instilling processes that delivered those savings. This started with a complete print audit in five markets. From these five markets, we devised three tiers of maturity, which could be applied to other markets around the world to allocate appropriate savings targets to each country.

## Phase 2

Was about increasing knowledge sharing. Our approach brings innovative and new ideas to local markets, so we implemented our technology portal solution that enables sharing of ideas and best practice within Heineken worldwide. The solution allows all employees see all products that have been ordered in any country.

## Phase 3

Brought KMMS's unique take on innovation into Heineken's business. We examine and constantly seek to optimize design practices and use of materials, bringing our experience of new technology and sustainability to the table. We take an active role in various Heineken event formats, facilitating knowledge sharing throughout the global business, and generating ideas for the real-world.

## The results

By focusing on our expert local negotiation, and by tapping into KMMS's global buying power, our team has found significant cost savings in each year of the contract so far.

### Year 1

**17.5%** savings

### Year 2

**14%** savings

### Year 3

**10%** savings

We established clear, consistent benchmarking and reporting processes that allowed full visibility of spend across Europe. The Heineken Portal also proved a hugely useful resource, allowing for shared ideas, encouraging global buy-in and adoption, reducing rogue spending and driving brand consistency.

**19**

markets worldwide

**3**

onsite country studios

**3**

consecutive years of double-digit % cost savings



## Pentair's rebrand roll out



Pentair is a global water, fluid, thermal management and equipment protection partner. It employs more than 30,000 people around the world. In 2018, the company split into two bodies – relaunching its electrical segment as a new brand: nVent.

nVent would be structured in three strategic business units: Enclosures, Thermal Management, and Electrical Fastening Solutions.

Based on 2016's numbers, it would all add up to a \$2.1 billion business.

### The challenge

Rolling out Pentair's new nVent brand required a giant rebranding task. Pentair estimated that there were more than 5,200 active pieces of collateral that needed to bear the nVent branding.

Pentair had hired the services of branding agency ds+f to create the nVent VI. Then, to meet a target of a May 2018 launch, the company sought a creative production partner that would systematically and creatively roll out the brand across the world.

That's where the KMMS creative production team came in.

Our task was to implement the nVent brand identity across more than 5,200 active pieces of collateral – from advertisements to product data sheets, and everything in between.

Product brochures

Installation guides

Sell sheets

Videos

Catalogues

Web banners

Data sheets

Emails

Whitepapers

Infographics

### Our approach

KMMS won the business thanks to a structured, creative, and tech-enabled approach.

### Technology

We implemented a technology suite that ensured accuracy – encompassing asset management, proofing, and final file delivery.

Our mastery of production technologies meant that, despite inherent challenges arising from Pentair's legacy asset management, and challenges surrounding a change in scope during the project, we were able to deliver the work to the highest standards.

 **We implemented a technology suite that ensured accuracy – encompassing asset management, proofing, and final file delivery.”**

Our production tech stack comprised:

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- WiP** Delivering transparent financial management and management reporting

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  - ProofHQ** Ensuring client amends and sign off were managed accurately and efficiently

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  - Elvis** Delivering a production ready and future-proof asset management platform for nVent
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## Creative production, creative extension

Brand guidelines were created by a third party; these arrived late and guidance was high level. KMMS took on a 'creative extension' role for nVent, changing the scope of the project and rolling out more creative executions on a granular level.

## Operational expertise

As well as providing the technical production and digital asset management systems, KMMS also set up bespoke client and project teams based in US, UK, and India.

The rebrand team comprised of client management based in UK and US, a UK project management and design team, and a production delivery team based in India. The total number of the team was over 120 people across three sites.

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We delivered in



# 11 weeks

a project that, in terms of working hours, would have taken



# one person 38 years.



## Delivery

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**5,218 individual items supplied across three business units**

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**Print ranging from single page datasheets through to 508pp catalogs**

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**29 potential different language versions**

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**30,120 man hours**

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**Over 60,000 individual pages of artwork**

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**Digital web banners, electronic direct mail, email signatures**

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**PowerPoint templates**

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**Word templates**

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**Over 500 minutes of video rebranded**

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**Average amend cycles was 2 client revision rounds**

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**At 100% utilization the project delivered the equivalent of 18 full time people for 1 year in an eleven-week production period**



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OMNIA Partners is the largest and most experienced organization in purchasing and supply chain management. Covering both the private and public sectors, OMNIA Partners unites industry-leading buying power and world-class vendors to offer an extensive portfolio of sourcing solutions and partnerships. Learn how we can help you soar past every growth goal and marker of success at [www.OMNIAPartners.com](http://www.OMNIAPartners.com).

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