



Case Study

**Impressio**  
*Optimize Your Brand Journey*



A Decade of Optimal Functionality Makes the Difference  
for this Leading Specialty Flooring Retailer.





## Case Study

### Business Challenge:

A rapidly expanding national leader in retail home improvement needed a scalable ordering and fulfillment solution that would support their growing marketing, operational and promotional product needs. The client was looking for a provider who could supply a single-source ordering and distribution portal that would allow store managers to order from a wide range of items. In addition, the program needed to give their corporate marketing and procurement teams visibility to their total cost of ownership, as well as providing a host of metrics to track their success.



### Solution:

The Impressio team created a sophisticated digital storefront that was integrated with a provider's proofing, MIS and materials management technology platforms. We customized it with functionality to allow managers to order materials from a blend of On Demand and static production devices. Impressio was uniquely positioned to develop and deploy this complicated solution, and its scalable hybrid functionality has allowed it to keep pace with our client's growth for nearly 10 years.



### Results:

Though the solution has been in place for almost a decade, Impressio continues to deliver metrics that identify areas and strategies for reduction of costs using economies of scale and value design for new products. In 2015, we reduced costs by 10% through a combination of this approach with other Six Sigma-driven methods.

# See what Impressio can do for your brand.



# CONNECT



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