

*“SupplyLogic took a very deep dive into our operations and came up with a comprehensive plan that not only saved us money, but time and trouble too. In our world of online trading where milliseconds count, they have exceeded projected savings and given our business a boost right out of the gate.*

— **Christopher Kienle**

*Managing Director, Marketing, TD Ameritrade*

## CHALLENGE

Amid rapid growth across the United States, TD Ameritrade found an increasing need to support its sales organization to achieve its objectives. This put heavy demands on the company’s marketing print channel, dispersed across the US and internationally. SEC regulations and other regulatory compliance reporting needs compounded the situation by weighing down the financial print function at a company focused on electronic transactions. Understanding this essential business process was not a core competency, TDA sought a more innovative approach to print – one that would help manage risk, support growth and control costs. The company turned to SupplyLogic, an experienced marketing procurement firm based in New York and Chicago, to help clean things up.

## SOLUTION

SupplyLogic built a standardized service to more efficiently and effectively meet TDA’s complex regional needs. This solution reduced the company’s six independent procurement platforms to a single portal where all regional teams could requisition printed materials more simply at a lower cost with greater flexibility, yet greater brand consistency. SupplyLogic subject matter experts working on-site in Jersey City, NJ and Omaha, NE facilities now place these orders directly with a newly expanded vendor panel. SupplyLogic’s analytics center in Illinois, which rates vendors along 408 criteria, provides mobile dashboards to the client marketing team, as the new system mines transactional data to better understand costs and the origins of print demand, while tracking campaign and compliance progress.

## RESULTS

Through its partnership with SupplyLogic, TDA is realizing greater than 27 percent savings across all of its print and print-related categories in the first year of the agreement. The company now has internal analytics to rival its external handle on trading. The client is pleased with the smooth-running organization and full analytic view into the progress of marketing campaigns -- so much so that executives have already referred SupplyLogic to friends at other companies.



## About TD Ameritrade

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