Top National Restaurant
INCREASES KITTING ACCURACY
with DataSource and Marek Partnership

DataSource

About the Customer

DataSource is a marketing services company based out of Kansas City with a 130,000 square foot warehouse that manages the development, production, and delivery of branded merchandise and printed materials for multi-location businesses with their network of print partners.

Challenges

Industries like retail and hospitality still rely heavily on print marketing materials to tell their story. From complex storefront signage for Black Friday, to washable, handheld restaurant menus, retail and hospitality businesses need print marketing solutions from vendors they can trust with their brand. While trust is an important part of every vendor-client relationship, for marketing execution vendors, client trust is built on their ability to deliver secure and accurate kits to client locations all over the world.

For one of DataSource's large national restaurant clients with more than 450 locations, this trust was paramount to the success of their quarterly rollout. With so many locations, there are between 300-400 variables for print that their previous vendor was verifying manually, which increased the risk of human error.

When DataSource started experiencing vendor failures relating to kit accuracy, timing delays, and mediocre project management that resulted

"We have worked with other vendors, and some just couldn't get it. You have to have all the ingredients to be successful, have the secret sauce, and that is what I found with Marek."

in an **unacceptable 90% kit accuracy rate**. They realized they were partnering with a vendor who seemed to be "in it for the short game". They knew it was mission critical to find a partner they could trust to solve their quality, accuracy, timing issues and offer a stellar customer service experience. That's when they reached out to Marek.

Solution

After learning about the issues DataSource was experiencing with their current vendor for this restaurant program, Marek knew they had to do something to help get these quarterly rollouts back on track. Marek was already a DataSource vendor for a large portion of the business, but was unable to bid for this project originally because they didn't possess enough of the correct equipment to complete it.

Business Scope included:

▶ 2D barcode creation & placement on all pieces

▶ Programming for labels with 2D barcodes

▶ Programming for FedEx labels to create upon 2D barcode scan

▶ Inventory Management of menu pieces held at Marek

▶ Kitting - unique kits - up to 40 different versions of kits

▶ 17+ Price tiers

▶ Up to 400 unique items

▶ Kit Package Engineering – review of all products to include in master kit. Taking into consideration appropriate packaging to avoid damage. All kit items to be housed inside 1 master kit.

After reviewing the size and scope, Marek knew they were the right partner for the management of this project. They set to work procuring a new Large Format Roll, Flatbed & Kong Cutter device to handle this piece of business.

Over 400+ Graphics Sent

to customer without the added stress of manual data entry.

Over 99% Order Accuracy

and reestablished the trust lost through their previous vendor.

"It's a different world when you find someone like Marek to work with. It really is."

Results

DataSource and Marek entered an extensive testing phase for the programming and printing. After completing project review, art testing, and 2D barcode testing, the project was awarded to Marek and the true value of our partnership was actualized.

Thankfully, with Triptych, Data Source no longer had to risk human error. Our partnership gave them the ability to utilize our technology and generate the 400+ graphics sent to customers without the added stress of manual data entry verification. Leveraging our 2D barcode technology they were able to increase their customers kitting execution from 90% accuracy to over 99% accuracy and reestablished the trust lost through their previous vendor. Since the relationship expansion, Marek now partners with DataSource on all menu work for this restaurant, as well as any limited time only materials, special marketing, and training rollouts.

Learn more about how Marek can help your company today.

Call 262-549-8900 or visit www.marekgroup.com

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