

## The Client

### The London Borough of Ealing



# Delivering Significant Savings and Efficiencies.

## Case study

The London Borough of Ealing is the largest in west London, third largest of the London boroughs, with 310,000 residents, 13,365 businesses and a budget of £266 million.

With increasing pressure to deliver cost reductions and value for money across the organisation, Ealing were looking at improving processes to drive savings and efficiencies – without compromising Ealing’s brand.

## The Challenge

Ealing’s requirements were extremely diverse. They purchased a wide range of marketing materials, point of sale, brochures and many other items – often to challenging timescales and budgets. There was also a culture of departmental buying – from convenient local suppliers that resulted in significant variances in cost and quality. Ealing’s management reviewed their options, including outsourcing and sole supply, and took the decision to centralise the marketing communications function.

## The Solution

Following a thorough review of procurement software providers, Claritum was selected, due to its powerful capabilities to automate the entire sourcing, procurement and invoicing process and its flexibility to handle the wide range of Ealing’s requirements.

Claritum is now used by the marketing communications team to specify requirements, select suppliers and quote to internal customers. Ealing have also deployed an intuitive ordering portal for Council employees and external agencies to specify requirements or order from a pre-populated catalogue of products and services.

The Claritum system ensures that every item is procured according to strict guidelines, from approved suppliers at agreed prices. The system automates ordering of standard products, variable data artwork templates and short run documents. They are fulfilled by internal print production or via external suppliers from an approved panel. Claritum also ensures that Ealing’s team operate efficiently – spending more time advising internal and external customers and delivering more value for the tax payer.

## The Results

The bottom line benefits to Ealing are cost savings and process efficiencies. Less tangible but increasingly valuable benefits will be derived from strengthening the Ealing brand and improving the effectiveness of communications media.

Ralph Brandhorst said *“We estimate the reduction in direct and indirect costs will be many times the costs of the system improvements as well as providing many non cost benefits. It is an area many public sector organisations are looking at”*.

James Samuels, CEO of Claritum said *“With the pressure on public sector spending we are delighted that Ealing are achieving tangible efficiencies and savings by using Claritum. Our public sector clients are all reporting similar benefits and provide a best practice template for other local authorities.”*



Claritum specialises in spend management for complex categories such as print and marketing services.

Our Software-as-a-Service technology connects over 50,000 users with 3,000 suppliers across 28 countries and manages over US\$1.2bn of sourcing events for global enterprises, SMBs, public sector and managed service providers.

Our unique approach enables clients by providing a pay-as-you-go combination of best-of-breed services with seamless sourcing, procurement and invoicing tools from Claritum and our accredited partners.

We empower our Clients to achieve a substantial ROI through typical savings of between 17%-40% and lowest total cost of ownership.

Find out more at [www.Claritum.com](http://www.Claritum.com)

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