

The Challenge

As an international multimedia publisher producing more than 48,000 book titles and 2,900 journals, it is essential RELX Group have a well-established production vendor in place who can fulfill low-volume print orders affordably and efficiently while integrating new forms of cross-media consumer engagement to meet digital transformation initiatives.

The Solution

JournalsXpress is a sustainable approach to journals/books production management that makes low-volume print production profitable while adding diversity to your supply chain. A solution of Woman-Owned Business Enterprise, Command Marketing Innovations (CMI), and technology partner, Cierant Corporation, JournalsXpress clients are able to achieve Tier II diversity spend.



The Team Behind JournalsXpress™

Command Marketing Innovations (CMI)

Command Marketing Innovations (CMI) is a WBENC (Women's Business Enterprise National Council) certified woman-owned business that serves as the central access point to the Command Group of Companies world-class production and finishing serves. In addition to serving as the client service point-of-contact, CMI is the main fulfillment and mailing center for JournalsXpress clients.

CMI Services:

Data-Driven Distribution & Fulfillment

As the fulfillment and mailing center for JournalsXpress clients, CMI provides complete order fulfillment, data list processing and postal mail distribution services. The company runs all mail distribution lists through their NCOA and CASS address validation systems to eliminate bounce back, in addition to assembling, packaging, barcoding, mailing and real-time tracking the distribution of all national and international orders. This is done all while leveraging their postal certifications and deep USPS navigation expertise to achieve maximum savings on every package.

CMI ensures that all packages meet postal specifications and are distributed in the most efficient and cost-effective way through the following services:

- Co-mingling and co-palletization (USPS Certified in Palletization)
- 100% camera matched verified insertion, including SCF/DDU
- Single or multi-spot inkjet addressing
- Complete range of packaging and shipping options for US and international distribution
- High-speed intelligent inserters
- Full service data processing (USPS Certified CASS, NCOA & PAVE for Postal Presorting)
- Warehousing for all non-POD materials
- Inventory management & reporting
- USPS certified Manifest Mailing System
- Advanced list cleansing, de-duping and merge/purge
- Intelligent Mail Barcode Generation
- OneCode Confirm® real-time tracking technology

Real-World Results

Serving world-recognized publishers, including the American Chemical Society, Wolters Kluwer, Oxford University Press, the Institute of Electrical and Electronics Engineers (IEEE), and more, JournalsXpress is delivering the following results across our publishing client portfolio:

- 10% reduction in ink, paper and finishing costs
- 42% reduction in inventory and distribution costs
- 54% reduction in color page costs
- Elimination of over 2.3 million excess pages a year

Diverse Partners. United Goals.

JournalsXpress leverages the unique capabilities of Command Marketing Innovations' strategic partners to deliver a fully integrated, end-to-end supply chain solution. These partners include:

Cierant Corporation

Certified by the Women's Business Enterprise National Council, Cierant Corporation is a woman-owned marketing software and services company with over 35 years' experience managing cross-media content distribution for leading publishing, healthcare and consumer goods clients. As a strategic service provider to the JournalsXpress solution, Cierant offers eCommerce development for online publication storefronts, real-time customer/sales analytics, personalized digital marketing integration and order management optimization.

Cierant Services:

Customer Service & Order Management

Cierant offers a dedicated customer service team with a decade of experience serving the publishing industry. Their industry-specialized customer service teams field all customer order inquiries, from answering questions regarding shipment status, to resolving difficulties with online order placement and payment processing. With the ability to securely log into customers' online accounts and directly communicate with the distribution management team, issues are rapidly solved and the integrity of the publisher is always upheld.

Real-Time Order Tracking & Reporting

Client-specific production management dashboards automatically integrate submitted order requests, traffick job tickets to production and real-time report on production and mail distribution status. Use of their shared reporting interfaces provide complete visibility into daily production processes, streamlining workflows, eliminating errors and allowing for improved customer service.

Business Intelligence Dashboards

Fully customizable to a client's unique analytics and reporting needs, BI dashboards are available to all JournalsXpress clients. The BI dashboards Cierant deploys feature rich customer reporting, from demographics, such as age and location, to behavioral data, such as most frequently ordered products, promo code redemption rates, peak online ordering times and more. Sales data is also available, viewable by time range and customer segment.

Personalized Cross-Media Marketing

Notify authors when their article is in print, congratulate their achievement and promote the benefits of purchasing a hard copy with Cierant's personalized digital and direct mail marketing capability. Cierant's advanced cross-media marketing capabilities can also be leveraged to deepen subscriber loyalty through personalized welcome emails, monthly e-newsletters and direct mailers that to drive to personalized landing pages delivering targeted promotions.

Command Group Facts:

- The nation's leading book manufacturer and largest privately-owned printer
- Over 35 years in operation and continuous business growth
- Carrier of the most modern and cost-efficient digital presses in the industry
- Strategic supplier to some of the largest publishing, financial services, and health insurance organizations in the U.S.
- Producing over 150 journals titles across clients and manufacturing over 1.5 million books a day
- Features the most state-of-the-art bindery in the NY metropolitan area
- FCS Chain-of-Custody, ISO 20071 and ISO9001 Certified



Integrated eCommerce Development

Cierant offers custom eCommerce development and integration to support our clients' print-on-demand programs and help accelerate cash flow. The user-friendly publication storefronts they develop allow visitors to easily locate, purchase and order title and article reprints while seamlessly synching with production portals to automate order fulfillment.

Examples of Cierant eCommerce work:

Built for the American Chemical Society: <http://pubstore.acs.org/>

Built for the American Nurses Association: <http://www.nursesbooks.org>

The Command Group of Companies

A \$275 million graphic communications organization, the Command Group of Companies is comprised of a closely integrated network of companies to offer single-point access to the most state-of-the-art production and finishing capabilities in the industry. Through five facilities, Command Web Offset, Command Web Missouri, Command Financial, Bind-Rite Robbinsville, and Strategic Content Imaging, the organization delivers the most comprehensive array of print media solutions.

Command Services:

- Full-color, high-speed variable data printing
- Zero-inventory print-on-demand
- Automated inventory replenishment
- Flexible binding and finishing options
- Digital content management
- Advanced pre-media services

Merging our complement of services to yield breakthrough process innovation and analytics strategies that drive operational ROI, JournalsXpress is the most advanced approach to digital print-on-demand journals production in the industry.

Questions?

To learn more about the services of JournalsXpress, please call Command Marketing Innovations' Vice President of Marketing, Josh Stall, at **973-769-7854** or email jstall@sciimage.com.