



JournalsXpress

The Challenge

As many readers move to eSubscriptions, publishers struggle to cost-effectively support the loyal subscribers that continue to request printed editions due to outdated and inefficient production business models.

The Solution

JournalsXpress is a progressive approach to print subscription management that allows publishers to focus less on platforms and more on delivering subscriber value.

JournalsXpress

Extending the Life of the Title

Features

The suite of technology and services that comprise JournalsXpress maximize the advantages of high-speed inkjet web digital print-on-demand and managed automated replenishment to deliver new print profitability, workflow efficiency and subscriber satisfaction.

Data-Driven Production & Distribution:

Whereas many service providers treat distribution as an afterthought to print production, the data-driven approach of JournalsXpress leverages the entire pool of distribution data as early as possible in the process so that opportunities to streamline operations and reduce costs can be better identified.

eCommerce Development:

JournalsXpress offers custom eCommerce development and integration to support our clients' print-on-demand programs and help accelerate cash flow. The publication storefronts we deploy allow visitors to easily locate, purchase and order article and title reprints with real-time notifications for improved order tracking.

Mailing & Fulfillment:

Our in-house mail services and logistics unit provide complete data list processing management and fulfillment services. We assemble, address, insert, pack and deliver all orders while leveraging our postal optimization expertise to achieve maximum postal discounts on every mail package.

Zero Inventory Print On-Demand:

Eliminate the need to carry excess inventory or pay storage fees by printing subscriber requests for first-run, back-order, stock-out and author reprints just-in-time for distribution. Supported by one of the top digital print facilities in the nation, we employ high-speed digital print-on-demand in order to drastically reduce print costs and cycle times.

Real-Time Reporting:

Business-specific journals production management dashboards automatically integrate order requests, traffic job tickets to production and report on production and distribution data in real-time. Use of our shared reporting interfaces provide complete visibility into daily production processes and allow for improved customer service through use of real-time data.



Command Group Key Facts

- A \$250 million+ graphic communications organization
- Over 35 years in operation and continuous business growth
- Carrier of the most modern and cost-efficient presses in the industry
- Strategic supplier to some of the largest publishing, financial services, health insurance, pharmaceutical and CPG organizations in the U.S.
- Pioneer of personalized cross-media campaign platforms
- Provider of the industry's most advanced approach to digital print-on-demand production

Who We Are

Cierant is a market-leader in the innovation of cross-media content distribution for marketing, publishing and CRM applications. An affiliate of the **Command Group of Companies**, one of the nation's largest and most diversified graphic communications companies, we merge our complement of services to yield breakthrough process innovation, data management and analytics strategies that drive operational ROI.

Service Benefits

Unlike traditional print service providers, the JournalsXpress approach addresses the entire process of subscription management by applying both world-class production and distribution optimization solutions in order to deliver:

- Accelerated cash flow
- Reduced overhead costs
- Decreased cycle times
- Enhanced customer service
- Increased process efficiency

Real World Results

Supported by the Command Group's powerhouse of facilities, we provide publishers with the industry's most sophisticated approach to print-on-demand, zero-inventory journals fulfillment.

JournalsXpress is revolutionizing print dynamics by:

- Reducing ink, paper and finishing costs up to 10%
- Reducing inventory and distribution cost up to 42%
- Reducing color page costs by 54%
- Delivering 20%+ in overall savings
- Eliminating over 2.3 million excess pages a year

Questions?

Call **203.731.3555** or send an email to inquiries@cierant.com.

