



[aiim•Royal Bank]

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AIIM helps Royal Bank of Canada do more everyday by ...

Understand

RBC was in a bind. Their current fulfillment and distribution supplier had gone out of business without warning. As such, the RBC Investment Advisors were unable to order to ship RBC investment information to their clients and prospective clients.

Evaluate

Currently using **aiim•PRINT**, AIIM presented RBC with a solution – to centralize all of their fulfillment and distribution services with AIIM. Leveraging synergies between **aiim•PRINT** and **aiim•FULFILLMENT**, RBC could consolidate suppliers and improve lead times between print and fulfillment of orders placed by their RBC Investment Advisors.



Royal Bank of Canada is Canada's largest bank as measured by assets and market capitalization and one of North America's leading diversified financial services companies. Providing personal and commercial banking, wealth management services, insurance, corporate and investment banking and transaction processing services on a global basis, RBC enables business growth with expert professional advice and state of the art processes and technology. With 69,000 people who serve more than 14 million personal, business and public sector clients across North America and some 30 countries around the world.

Technology adoption of 76%

Savings recommendations of 30.26%

Manage

Within a day of receiving the call from RBC, AIIM prepared a fulfillment solution including segregating approximately 800 square feet of dedicated warehouse space, financial proposal and facility tour. Upon award of the contract, AIIM had the fulfillment operation fully functional – all inventory had been received from the previous supplier, the shelves were stock and the online order management process established.

Measure

In a short period of time, the RBC Financial Advisors began using the fulfillment services. Adoption of generic literature orders through the system has reach 76%. Customized, variable printed collateral has reached 11% with additional growth expected. An analysis conducted in 2006 revealed that AIIM has made savings recommendations to RBC that would yield them a savings of 30.26% on their printed programs.

