



AIIM helps Wyeth Pharmaceuticals do more every day by ...

Understand

Wyeth Pharmaceuticals wanted to reduce their document life cycle ** costs for their Sales and Marketing promotional literature by leveraging best in class technologies and procurement process.

Evaluate

Using the information contained in the AIIM OMS (Order Management System) as able to provide some key data points to allow Wyeth to gain a better understanding of the document life cycle cost associated with their promotional literature program. The analysis concluded that

- the number of obsolete documents represented 75% (over 2MM units) of the Wyeth literature inventory
- turnover for documents were in excess of 2 years with some individual documents having enough inventory to satisfy 33 years of demand.
- This represented an estimated \$5MM in document life cycle cost / waste.



Wyeth (NYSE:WYE) is a global leader in prescription pharmaceuticals, non-prescription consumer health care products, and pharmaceuticals for animal health. Wyeth's products are sold in more than 145 countries, and its product portfolio includes innovative treatments across a wide range of therapeutic areas. Wyeth's worldwide resources include 50,000 employees, manufacturing facilities on four continents.

Document Life Cycle Cost Reduction	Print-on-Demand	Leverage fulfillment Analysis	Procurement Process
------------------------------------	-----------------	-------------------------------	---------------------

Manage

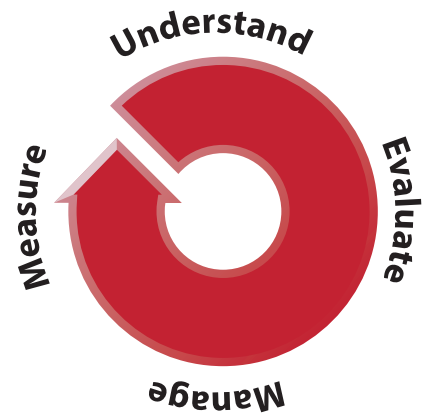
AIIM's evaluation revealed that Wyeth would benefit from an aiim Print-On-Demand solution and a "smarter" print-procurement model.

The solution required:

- Digital print using AIIM's colour digital emitters and POD workflow.
- Use of the online web store aiim Connect to support seamless POD order fulfillment.
- Reduction in run lengths and increased in print frequency for non-Digital literature items.
- Leverage the pull capabilities of the OMS to allow the Wyeth Sales force to pull promotional materials required – rather than push un-used materials.

Measure

AIIM helped Wyeth with the delivery of an POD and procurement system within aiim.Connect which is projected to reduce the amount of document life cycle spend by \$1.9MM on an annualized basis. Through the use of the tools provided by AIIM and AIIM's fulfillment and print expertise, Wyeth was able to management the value of a document during its entire life cycle and realizes significant savings throughout the cycle, rather than just the initial spend. In addition to the "good" business of reducing costs, it also provided a "greener" program for Wyeth to reduce their impact on the environment from promotional literature.



** Document Life Cycle: Product – Printing; Process – Creative / Design, Document prep and review, administrative costs, warehousing, fulfillment, inventory obsolescence.