



Through the partnership with Coupa Advantage, RRD is excited to offer the below services

ABOUT RRD

We empower brands to activate marketing & communications resources for maximum returns. RRD (NYSE: RRD) is a leading global provider of Business Services and Marketing Solutions with more than 52,000 clients around the world, including 88% of the Global Fortune 500. RRD's mission is to provide our clients with the tools, expertise, and systems to keep their customers' relationships at the center of the brand experience across the entire enterprise, and to create consistent customer experiences across all touch points.



BUSINESS SERVICES

We enhance the impact and efficiency of key business communications, driving up quality and consistency while driving down complexity and costs.

- **Commercial Print Services** – Full spectrum of print, assembly and fulfillment capabilities
- **Personalized Customer Communications** – Statements, forms and regulatory-compliant messaging
- **Product and Brand Communications** – Comprehensive packaging and label solutions
- **Business Process Services** - Managed services and supply chain management



MARKETING SOLUTIONS

We optimize engagement across every brand touchpoint by leveraging data-inspired insights to deliver the most relevant messages through the most effective channels.

- **Data Management** – Integrating data to set the foundation for personal marketing
- **Advanced Analytics** – Uncovering meaningful insight to deliver relevant marketing
- **Creative Services** – Simplifying the art of capturing customer attention
- **Online Channels** – Leveraging martech to execute successful digital marketing initiatives
- **Offline Response** – Maximizing the power of print and direct mail to capture customer attention

WHY RRD THROUGH COUPA ADVANTAGE?

Coupa Advantage and **RRD** have partnered to bring Coupa clients the industry's broadest portfolio of marketing and business communications solutions. As one of the largest printers in the industry, RRD also offers a proven, systematic program that can help drive down costs and streamlines the communications supply chain. Here are just a few of the benefits:



Best in class pricing

Capture savings driven by the purchasing power of \$1.7T of Coupa Community spend.



Pre-negotiated contract

Drive greater value for your organization by offloading sourcing & contracting for marketing and business communications solutions.



Dedicated ordering site

As a member of the Coupa Advantage program you can easily place orders for Marketing Collateral, Direct Mail Templates, Labels, Forms, Ribbons and COVID-19 solutions. Look for the RRD ordering site on the supplier portal.



THROUGH THE PARTNERSHIP WITH COUPA ADVANTAGE, RRD IS EXCITED TO OFFER THE BELOW SERVICES



Full Service Provider

RRD has a very broad and diverse product and service offering which allows companies to consolidate their vendor base and streamline processes. RRD offers a suite of technology, product & service solutions and consulting services designed to collapse organizational silos and reduce the total cost of ownership of your communications supply chain, while increasing speed, transparency and control.



Member Support

Each Coupa Advantage member will be well taken care of through the combined sales efforts of Coupa Advantage and RRD. Joint business reviews will be provided to make sure we are hitting our goals and objectives we have laid out together, usage data sorted by location will be at your fingertips to review, consistent cadence of meetings will be scheduled to discuss your business and ensure everything is running smoothly.



Giving Back

Because RRD is a Coupa Advantage supplier, a percentage of every dollar spent on our products and services will be donated to non-profit organizations around the world.



Consultative Print Assessment

For members wanting to improve their print program, RRD offers a free, fast, survey-based consultative assessment which compares your current practices, technology and management systems to industry leaders. RRD has a dedicated team of seasoned print & supply chain consultants who typically identify **10-25% savings** across our client's key print communications.

As part of the assessment, RRD provides detailed feedback and recommendations on helping you reduce costs, improve efficiency and increase ROI of your print program. Our engagement process includes the following:



SPEND AND VOLUME DATA

Provide a simple extract of your purchasing history (last 12 months) to identify opportunities for reducing costs and improving efficiency.



GAP AND OPPORTUNITY ANALYSIS

RRD's consultants analyze your current state process, technology, sourcing practices and supply chain engagement strategy.



CURRENT STATE ASSESSMENT SURVEY

A line of business owner (typically **Director level**) completes a brief 15-20 minute survey that charts your current business practices.



FINDINGS PRESENTATION

Join a final web conference to review our assessment findings, recommendations for future improvement and benefits of entering into a program with RRD.



DISCOVERY CONFERENCE

Participate in a brief (typically less than one hour) discovery call to clarify spend/volume levels and current state survey responses.

Most assessments are completed within two weeks from the time that you provide spend & volume data, submit the current state assessment survey and complete the discovery conference with one of our consultants.

Upon completion of the assessment, we will provide you with a road map which will enable future benefits to your organization.

Contact us to learn more about our services or for a FREE Assessment!

RRD Senior Account Director

Chris Donovan

Chris.Donovan@rrd.com

516-316-2396



Schedule a demo today.
Visit rrd.com

© 2020 R.R. Donnelley & Sons Company. All rights reserved. RR DONNELLEY, RRD, and RRD (Stylized) are trademarks or registered trademarks of R.R. Donnelley & Sons Company. All other trademarks are the property of R.R. Donnelley or their respective owners.