

Case Study

ATCO

Maintains brand consistency and accurately tracks print spend with a custom web-to-order storefront

ATCO

Solution: Web-to-Print

Industry: Utilities & Construction

Size: 6,500+ Employees

1,000+

ACTIVE WEBCONNECT USERS

98%

ON-TIME PRINT RATING



WEB
connect

Challenge

ATCO is a one-stop provider of integrated energy, housing, transportation and infrastructure solutions. With over 6,500 employees working across 100 locations, ATCO was challenged to ensure their staff had access to the most up-to-date company forms, stationery, business cards and corporate materials. They needed a solution that would enable staff to independently order brand-approved print materials through a single provider, while also accurately tracking print spend by department for ATCO's finance team.

Solution

After a comprehensive review of ATCO's print requirements, WCD designed and deployed a custom web-to-print storefront using WebConnect. Brand-approved materials are uploaded to the storefront for ATCO staff to browse forms, stationery, business cards and more using user-friendly product categories. Before checking out, staff must enter contact information, item quantity, delivery details and a cost centre code to track spend. All print orders are then fulfilled through WCD and shipped directly to ATCO's district offices.

Results

Today, ATCO's WebConnect storefront has over 1,000 active users that can easily access and print up-to-date corporate materials, all tracked against the appropriate cost center so that invoices are accurately coded to the correct department every time. This also ensures brand consistency is maintained across the organization. Delivery speed has consistently increased with a 98% on-time rating and reduced printing errors.