

Friday, March 12, 2010

### Challenge

When Tyco International selected Consolidated Graphics (CGX) as the preferred supplier for all of its printing needs in late 2005, an effective disaster recovery plan was a key requirement. Freak winter tornados that roared through several states on February 5, 2008, put that plan to the ultimate test. Mercury Printing, a Westland Printers' sister facility located in Memphis, Tennessee, had taken a direct hit. While no employees were seriously injured, the building was another matter. The storm took out an entire wall, demolished a stitcher, and left the facility with no electricity or water for several days. Quick response and the "power of scale" provided by the CGX nationwide network, saved the day for ADT, a Tyco Company that relies on CGX to print, warehouse, and fulfill request for virtually all of the marketing literature and contracts used by 200 sales offices nationwide. Mercury alone had about five million pieces of ADT literature in inventory when the storms hit. In the aftermath it faced – and met – the daunting challenges of:

- Communicating with key ADT stakeholders and more than 400 users around the nation about the status of their materials while still assessing the impact of storm damage on delivery times.
- Quickly restoring "business as usual" to provide ADT with seamless service while addressing storm-related challenges
- Identifying lost ADT inventory and leveraging other CGX companies to replenish critical supplies.
- Marshalling its vendors to respond quickly with replacement equipment and supplies.

### Solution

By 5 a.m. the day after the tornado, CGX had its disaster recovery team in action, assessing the damage to ADT materials, notifying key stakeholders and lining up CGX printing facilities in the region to provide seamless service while restoring operations at Mercury. Within 24 hours of the storm, Mercury had notified ADT stakeholders of the damage and laid out an action plan. To continue the information flow throughout the recovery period, Mercury held twice weekly meetings to report progress and communicated directly with ADT sales offices about their literature requests.

While the storm had damaged only about 15 percent of the ADT literature, some of the most-used and fastest-moving pieces were destroyed when a wall collapsed. CGX leveraged its national network to replenish the supplies and tapped into its relationships with key vendors to obtain priority support in procuring the materials and equipment it needed to restore normal operations at Mercury.

### Result

While Mercury Printing suffered a devastating blow, CGX never missed a beat in serving the customer. By working around the clock and calling on sister companies that had been placed on standby, Mercury replenished all of ADT's lost materials within days of receiving client approval for the reprints – and much faster when needed. Teaming up with Wentworth Printing, a CGX Company in South Carolina, Mercury maintained seamless service in the production of sell sheets that were critical for a trade show three days after the tornado.

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McKay Press, a sister company in Michigan, produced 20,000 kits for ADT and stood ready to fulfill requests for the materials. BigINK, a CGX company located in Kansas, made a significant financial investment, ordering large quantities of paper that would be needed just in case contract forms, without which ADT field offices cannot do business, had been destroyed.

Meanwhile, full operations were quickly restored at Mercury with support from key vendors. One such supplier developed and implemented a solution to restore the company's full stitching capacity in record time. Since the necessary stitcher configuration wasn't available, the vendor swapped out parts from two different models on hand to meet Mercury's needs. Normally an eight-week process, the reconfiguration was installed and completed in two weeks.

Mercury accomplished all of the action items laid out to ADT stakeholders on or ahead of schedule. The quick response and depth of capabilities provided by the CGX network virtually eliminated any disruptions to ADT's sales and marketing operations. Complete and open communications enabled ADT to operate effectively through the recovery period and validated strong confidence that their work was in good hands.

*"We cannot thank Consolidated Graphics enough for their rapid response, calm professional manner in a crisis, and their quicker-than-anticipated resolution to the problems at hand. These actions showed their true commitment to Tyco International and what a partnership between two companies really means."*

-Global Sourcing Services Team, Tyco International