



InsideOutsourcing

The secret sauce behind top companies' successes.

Four ways outsourcing helps you stay competitive and profitable.

As an owner, CEO or manager, you're faced with multiple business threats on a daily basis: competitive pressures, rapid changes in technology and the Amazon effect shaping customer experience and expectations. Promotional product customers expect faster turnaround, immediate response and competitive pricing. Adding more customer service representatives, artists and IT pros to meet those demands costs money, infrastructure and management time. That's where outsourcing comes in to play.

AWS has stepped in to fill the gap for suppliers and distributors by providing support services to the industry, including art and order entry, website development, catalog management and data services for much less than the cost of internal staff. "Outsourcing allows companies to streamline and cut back-office complexities that eat into your margins," said Varshal Thakor, President of AWS

Want to spend less and make more? Here are four ways that outsourcing can help bring your company to Top 40 levels.

1. Less staff equals more cash.

Employees are expensive, and not just because of their salaries. Benefits, hardware and software, training and office space all go into the annual cost of a full-time employee. Outsourcing allows companies to conserve capital because they are paying for services as they go, as opposed to paying staff through both busy and slow seasons.

"We have been partnering with AWS for many years now ... they are part of the fabric of what we do every day and a big reason why we are very successful with what we are doing with servicing our customers."

**Jeff Lederer, President,
alphabroder/Prime Line**

2. Outsourcing creates efficiencies.

In a study of 300 companies, MIT found that outsourcing \$96 billion in IT work resulted in \$121 million in non-IT savings. Those savings are the result of new efficiencies with your partner, who can bring economies of scale and other resources to your company that would be impossible for most suppliers and distributors. For example,

Outsourcing by the numbers

How effective is outsourcing?

AWS numbers tell an impressive tale of success.

18 years

That's how long AWS has been in business, exclusively serving the promotional products industry, longer than any other outsourcing business.

1,500

That's the number of professionally trained employees across three locations working 24/7 to keep your business running smoothly.

99%

With near-perfect customer retention, almost 99 percent of clients stick with AWS once they start.

AWS offers end-to-end order management: entering orders into your order management system, creating proofs and getting approvals, supporting sales people with virtual proofs and presentations, digitizing for apparel, product data management and more, all done during your business hours with greater than 99 percent accuracy. The company can coordinate these interrelated services, leveraging its large staff to create efficiencies that wouldn't be possible with smaller internal teams.

3. Continuity, flexibility, availability.

"We operate in a 24/7 environment," said Rahul Aiyar, executive vice president of operations for AWS. "We are turning around orders as they come in without missing a beat. During unforeseen spikes in volume, or even when our clients' offices are closed, we continue to receive and process orders, so in the morning there isn't any backlog." That can be especially important during an emergency; When Hurricane Harvey hit the U.S. and several suppliers were forced to close, the company was able to keep taking and processing orders seamlessly. "Their customers didn't even know there was a problem," Aiyar said.

64%

Two-thirds of Top 40 Suppliers use AWS. And about 40 percent of Top 40 Distributors outsource to them as well.

40%

How much customers save on average in order management and artwork costs when they outsource to AWS.

99%

AWS order accuracy rating is near perfect. Orders are turned around the same day as per agreed TAT.

4. Increased capabilities, increased customers.

AWS provides art and order management for hundreds of companies, but the company also provides cutting-edge website solutions, marketing tools that help create digital catalogs, e-flyers and virtual proofs, and a host of other interrelated technology solutions. These options can be particularly important for small- to mid-sized businesses that may not have inhouse developers to

maintain and manage their websites. Outsourcing these services can greatly speed up and improve your web presence, without forcing you to buy expensive software or hire more staff.

"Moving Art & Order entry to AWS has had a very positive effect on our business...to manage seasonal spikes and meet increasing demand for faster turnaround on a daily basis. "

**Jeffrey Nanus, President,
AAA Innovations**

To learn more about how outsourcing can work for your company, contact:

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450

That's the number of companies using AWS back office services and technology solutions to power their business

20,000

That's how many orders AWS processes each day, totaling to 4.5 million orders.

\$2.5 Billion

That's a lot of orders each year, valued at \$2.5 billion.

Complete suite of back office services

Art & Order Management

- ▶ Production Order Entry
- ▶ Create Paper Proof
- ▶ Sample Order Entry
- ▶ Artwork Recreation
- ▶ Sending PO to vendor/ supplier
- ▶ Create Virtual Samples/ Presentations
- ▶ Digitizing

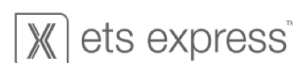
Website Management

- ▶ Website, ESP, SAGE update
- ▶ Product photography

Customer service functions

- ▶ Provide order status
- ▶ Request for pricing quote
- ▶ Request for any change in order Qty/Ship to Address/Ship date
- ▶ Inventory status
- ▶ Order tracking
- ▶ Reaching out to customer for missing information on PO
- ▶ Reaching out to customer for proof approval
- ▶ Processing credit memo
- ▶ Invoice vouching

Some of our customers



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