

## MANUFACTURING

# DISRUPTING AN INDUSTRY: RPA DIFFERENTIATES LEADING GLOBAL MARKETING SERVICES PROVIDER FROM THE PACK

### Profiled Organization:

Quad/Graphics is a digital and print services company with 21,000 employees, 6,900 customers and \$4B in revenue.



### CHALLENGE:

To succeed in a highly competitive marketing services industry—an industry that is in the midst of being disrupted by digital innovation—Quad/Graphics constantly looks for opportunities to reduce waste and improve the productivity of its employees. Its continuous improvement culture is based on LEAN principles, and, inspired by media stories about what other businesses had achieved, it decided to try robotic process automation (RPA) to free up its employees for more customer-facing and value-added work.

### SOLUTION:

In early 2017, Quad/Graphics engaged Ernst & Young to get “off the ground” with RPA. With a strategy to drive RPA holistically through the business in a grass-roots methodology—from the bottom up—Quad/Graphics first deployed Automation Anywhere RPA within the finance department to streamline payments processing. After experiencing considerable success, Quad/Graphics deployed RPA in more than 15 other departments.

### RESULTS:

**\$10**million/day

Increased cash flow

**19**

Departments now depend on  
Automation Anywhere RPA

**20**

Complex business  
processes automated

**26**

Simple business  
processes automated

**200%**

RPA expansion planned  
within 12 months

**10**

Weeks to get bots  
into production

**46**

Bots in production