

# The origins of famous partnership

In today's digital world, print sits alongside many other communication methods. So in a changed and changing world, what's behind the success of the relationship between Origin Energy and **sourceit**?

SOURCEIT CASE STUDY  
INDUSTRY - UTILITIES



The print management and marketing services landscape looked different six years ago when **sourceit** consulting partner Finsbury Green was appointed print and marketing services manager for all print, inventory, on-demand and promotional merchandise for Origin Energy.

The introduction of a transparent print management model was made possible by **sourceit's** technology was the start of a famous partnership that remains strong and highly relevant today.

## **The beginnings**

Back in 2012 when Origin implemented **sourceit market** and **catalog**, the objective was to consolidate and streamline its sourcing and it was expected that the process would deliver significant savings - which it did in large amounts!

Origin were able to combine the advanced technology and innovation that **sourceit** delivered to achieve cost reductions and improved stock management for inventory held items.

When appointed, **sourceit** and our consulting partner had only 6 weeks to fast track the entire implementation process which included the movement of 1000's of sku's cross country from one warehouse to another.

In addition we created an online catalog for Origin that included all inventory, on-demand and promotional items and delivered a national training program to 1000's of users nationally.

Integrated into the solution was **sourceit's market** module which led all sourcing events for all marketing products and services. This allowed Origin to both source and order from a single application.

*The power and promise of **sourceit**, the one application for all functions was evident right from the start, said Ryan Bulaon, Category Manager at Origin Energy.*

***Sourceit** is a comprehensive and powerful tool that's a key differentiator to those wanting to manage print and marketing services, says Ryan, both products, **market** and **catalog** simplify and standardise the entire workflow with unprecedented transparency and ease of use.*

After 6 years the partnership between Origin, **sourceit** and Finsbury Green remains as strong as ever.

If you want to know more then contact us at [sales@sourceithq.com](mailto:sales@sourceithq.com)