



## **Software Logistics publishes new buyer's guide on outsourcing digital media replication, print production and distribution**

Software Logistics, a single source supplier of digital media replication, print production and distribution, has published a definitive guide for organisations planning to outsource their digital media, print production, distribution and fulfilment processes.

The guide discusses the background to outsourcing and the rewards it can achieve, such as improved focus, service and flexibility. In addition successful outsourcing can lead to incremental returns by allowing organisations to focus on core activities while reducing costs as a result of borrowed expertise and the use of the latest technology.

The guide goes on to assess the risks of outsourcing creative design, print, media replication, storage and fulfilment requirements and the mitigation of those risks. Readers of the buyer's guide will be introduced to "gain sharing" by reaping the rewards of outsourcing while minimising risks associated with it.

Barry Hurley, managing director of Software Logistics explains the reason for the guide, "The concept of outsourcing in the digital media and print industries is not new, however, how client companies and suppliers work together to achieve common goals has changed enormously in recent years. This guide is intended to help steer people through the pitfalls and benefits of successful outsourcing partnerships. For example some companies are outsourcing too many of their core processes while others will not be doing enough or may have outsourced the wrong functions."

The guide is available immediately either by emailing your details to [freeguide@softwarelogistics.com](mailto:freeguide@softwarelogistics.com)

## About Software Logistics

Founded in 1993 Software Logistics provides design, print and distribution services to clients with a requirement to package and distribute digital and printed material to a wide audience. Projects range from simple print and media production to complex multi-part packages across clients that include multi-national companies and Local and Central Government departments.

For more information visit [www.softwarelogistics.com](http://www.softwarelogistics.com)

Or contact:

Barry Hurley  
Managing Director, Software Logistics  
T: 01494 455544  
E: [bhurley@softwarelogistics.com](mailto:bhurley@softwarelogistics.com)

Or

Mary Phillips/Andreina West  
PR Artistry Limited  
T: 01491 636191  
E: [mary@pra-ltd.co.uk](mailto:mary@pra-ltd.co.uk)