



CASE STUDY

# Catalina Marketing

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How we used Maximo in the cloud to  
manage a global supply chain



## Let our expertise be your *success*.

At Maven Asset Management, we use our years of experience to create your next success story. We believe that having a partner who is invested in your business is critical to success. We will work with you to formulate exactly what you need for a successful partnership and provide expert solutions.

Headquartered in Tampa, Florida, Maven was founded in 2008 by a group of asset management consultants who wanted to break the mold of traditional consulting. We have a knack for developing innovative and less obvious solutions, which instinctively keeps us challenging the status quo. Our exceptionally high customer satisfaction reviews are a direct result of developing close partnerships with each of our clients. We prioritize working closely with your team, being attuned and adaptable to your organization's needs.

Learn more about the #MavenExperience by reviewing this case study.

Let's connect,

Jennifer Gatza, CEO

Catalina, the nation's largest personalized digital media network for grocery, drug, and mass merchant retailers, deploys specialized printers to its retail clients for delivering coupons directly at the point of sale. With over 400,000 of these frequently-moving printer assets located in stores and warehouses across the country, the company needed a streamlined solution to keep track of each printer's status and location.

## CHALLENGES

### Equipment Visibility

Although the replacement value of each individual asset is relatively small, Catalina's equipment network is directly responsible for driving revenue. Each printer outage results in significant losses to Catalina. Yet, if a printer stopped pinging, they lost visibility and would have no idea why. If the printer was not working, a cashier simply unplugged it to silence the alarm, as they had no reason to troubleshoot it or request a repair. Additionally, the equipment was maintained and stored by third party vendors, with limited visibility into quality, cost of repair, or available balances. Catalina had been managing its fixed assets, inventory, store locations, and limited repair data using four separate systems. To obtain useful reporting, they needed to reconcile each system individually. This process was time consuming and resource-intensive. It was also difficult to hold vendors and manufacturers accountable for maintenance and reliability issues. A streamlined solution to manage each asset's status and location was essential.

Being able to locate, manage, and track parts throughout Catalina's entire network proved to be the exact thing they needed.



### Centralized Global Reporting

A single solution that would allow Catalina to manage and locate all assets and consumable parts, tracking failures whether in the field or in care of a vendor, was necessary. To accomplish this, Maven implemented a cloud-based Maximo solution powered by Projotech. Each system involved in the asset management process was integrated with those managed by Catalina's repair vendors and couriers, such as UPS Shipping. Maven connected to Remedyforce CRM to plan for equipment demand and track the fulfillment process from request to delivery and installation. The next step was to connect to their internal data warehouse to track trends in equipment downtime. This allowed them to identify bad actors that required repair or replacement.

### Maintenance Effectiveness

By tracking all asset repairs and movements, Catalina could quickly make repair vs. replace decisions based on equipment history. If certain repairs were performed repeatedly in a short period of time, this indicated that the device was likely not worth repairing, and should be replaced. By tracking Mean Time to Fail (MTTF) by model and by vendor, Catalina was able to establish baselines and hold both manufacturers and repair vendors accountable to their quality standards.

## CATALINA MARKETING AT-A-GLANCE

# 1M

Printers Globally  
400k in the US

# 35+

Years of Dedicated Partnerships

Catalina has been a trusted partner of world-class CPG brands like: Bayer, Barilla, Campbell's, Johnson & Johnson, Kimberly-Clark, Pfizer, and more!

“Our partners benefit from this collaboration by knowing that their message is consistently delivered across our high-reliability worldwide network.”

— Nancy Hood, *Catalina Marketing*

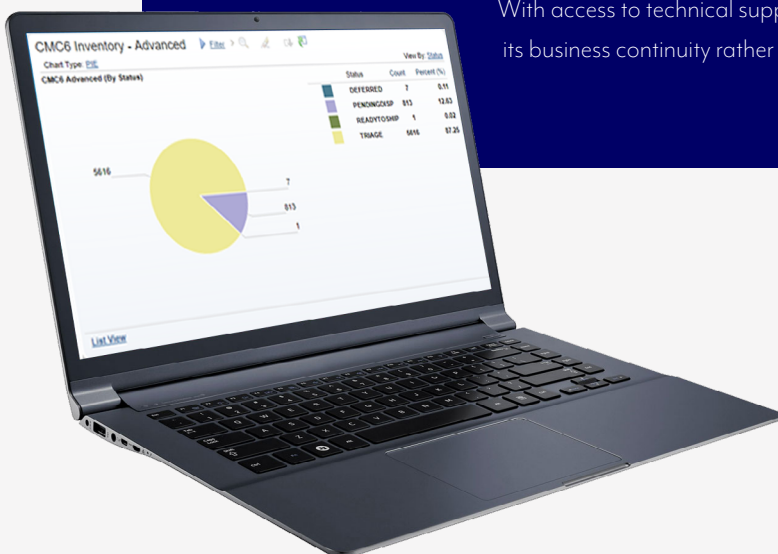
## BENEFITS

Lean IT Team • Secure • Reliable • Accessible • Dynamic Reporting/Real Time Data  
Software as a Service • Vendor Management • Remote Asset Management • Easy to Use

## SOLUTION

Using Maven's cloud-based Maximo solution, the time it took to receive and triage each inbound printer was reduced from roughly three minutes to 30 seconds. Catalina was able to save on expenses with one of its inventory, maintenance, and distribution centers seeing a 75% reduction in its receiving process requirements. The data available through the Maven-Maximo solution allowed Catalina to better hold manufacturers accountable for faulty printer models by demonstrating a 50% annualized failure rate and subsidizing repairs.

With access to technical support from Maven's IT staff, Catalina was able to focus on its business continuity rather than system infrastructure and maintenance.



FIND OUT HOW WE CAN PUT SOLUTIONS LIKE THESE TO WORK FOR YOU.

GET IN TOUCH

