



# BUSINESS TO BUSINESS MANAGED SERVICES

As an expert in B2B services,  
GO2 Partners is pushing the  
boundaries of what's possible  
for its clients.

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CLIENT: ENTERPRISE TELECOMMUNICATIONS COMPANY / PROJECT: LAUNCH, MANAGE AND SUPPORT A WORLDWIDE ECOMMERCE REWARDS DISTRIBUTION PROGRAM

## EMPLOYEE TRAINING AND REWARDS PROGRAM

### Challenge:

An enterprise telecommunications company with offices and employees across the world had to adjust its employee training program during the COVID pandemic. In-person training wasn't possible, so company leadership decided to build a virtual training app. Employees using the app earned points that could be redeemed for rewards. Rewards included either physical items that were shipped to the employee's location, or digital items like subscriptions and gift cards.

### Solution:

The business turned to GO2 Partners to help manage the app and the rewards program. GO2 built an ecommerce site where employees could redeem their points. Currently, there are more than 40,000 SKUs for physical rewards, many of which are stored and shipped from GO2 warehouses, and 10,000+ e-redemption rewards. GO2 manages distribution of all rewards, either from its warehouse or from the supplier. In addition to the standard rewards, employees can also earn "bonus" awards, adding to the complexity of packing and shipping the packages. As of now, the company has rolled the program out to 15,000 employees, but is rapidly rolling it out to more than 130,000 employees across the world. It is also currently expanding the rewards program with new items.

**15,000+**  
current users

Expanding to  
**130,000+**  
users worldwide

**40,000+**  
SKUs

**10,000+**  
digital rewards



CLIENT: A TOP 5 AUTO MANUFACTURER / PROJECT: DISTRIBUTION AND MANAGED SERVICES FOR LABELS FOR THE SUPPLIER NETWORK

## SUPPLIER RETURNABLE CONTAINER LABEL PROGRAM

### Challenge:

An enterprise manufacturer with a network of 900+ North American direct part suppliers struggled to maintain compliance with its supply chain policies and procedures. In the U.S. alone, this manufacturer annually purchased \$27.1 billion in parts and materials from more than 620 suppliers across 32 states. Maintaining compliance with its barcode/master packing list quality assurance program was a challenge. This led to nonconformance, higher cost, inefficiency and risk. Noncompliant or low-quality labels and tags caused confusion, delays and lineside delivery issues that resulted in line shutdowns. Leadership within Manufacturing Innovation and Supply Chain Management sought a distribution and managed solution for cost and quality control.

### Solution:

GO2 offered the managed solution the teams sought. GO2 evaluated existing approved label vendors to set benchmarks for labels used to identify the more than 8 billion parts shipped to North American manufacturing facilities and distribution centers. When complete, a short list of approved label converters was identified. GO2 partnered with a global material science and manufacturing company specializing in the design and manufacture of labeling and functional materials to arrive at a label specification purpose-built for the returnable containers used for parts distribution. A buying process was developed using an ecommerce site for all labels and critical supplies. GO2 manages parts supplier onboarding, purchasing and distribution, driving conformance to supply chain policies and procedures and ensuring all sites have the critical supplies they need on time and in full.

**900+**  
OEM sites

**200+**  
unique label SKUs

**7**  
label manufacturing  
partners



CLIENT: SPECIALTY TRANSPORTATION AND LOGISTICS COMPANY / PROJECT: MANAGE ECOMMERCE DISTRIBUTION OF THE EMPLOYEE UNIFORMS

## UNIFORM DISTRIBUTION PROGRAM

### Challenge:

Every year, a specialty transportation and logistics company with more than 35 locations distributes uniforms to 1,750+ employees. The employees select from multiple uniform items in a range of sizes. Depending on the employee and position, employees can choose up to three different items. The selected items are then delivered to the offices for each employee.

### Solution:

GO2 Partners manages the program. The timeline is tight and accuracy is critical. In just two months, selections have to be made, the uniforms ordered and then correctly delivered to each employee. GO2 manages every aspect of the project. An ecommerce site allows employees to make selections. Orders are then sent to suppliers and uniforms are shipped to the individual locations. With the success of the program, the company continues to rely on GO2 every year.

**1,750**  
employees

**5,000+**  
uniform items  
distributed





CLIENT: ENTERPRISE MANUFACTURER WITH MULTIPLE FACILITIES / PROJECT: PROCUREMENT, DISTRIBUTION AND MANAGED SERVICES FOR PRINT MEDIA AND PROMO MATERIAL

## ENTERPRISE PRINT AND PROMO PROGRAM

### Challenge:

An enterprise manufacturer with multiple facilities producing 5.9 million products annually sought a solution to include cost-down initiatives and the remediation of systematic failures within the commodity type: print media. Leveraging a managed solution for cost, inventory control and distribution was the best option due to the breadth of the commodity type and effort required to manage it internally. At the time, procurement was decentralized, resulting in cost variances and inconsistencies with respect to quality and brand standards. Systematic changes were required to ensure the long-term success of a single-source managed solution.

### Solution:

GO2 performed optimization analysis including data collection, assessment and validation. At the conclusion of the analysis, the enterprise manufacturer partnered with GO2 to provide procurement services and manage the category. Multiple ecommerce sites were developed for easy ordering, and a buying process was implemented and communicated to plant buyers and targeted users. An integration to the enterprise ERP was also built so that a purchase order could be issued and then sent to GO2 for fulfillment. Currently, all business cards, labels, forms, tags and commercial print are managed by GO2. Branded promotional items and apparel were added to the program in Q1 2020.

**55,000+**  
North American  
associates

**600+**  
SKUs

**ERP**  
integration



CLIENT: ENTERPRISE MANUFACTURER / PROJECT: MANAGE THE PROCUREMENT AND DISTRIBUTION OF CO-BRANDED MARKETING MATERIALS

## NEW PRODUCT CO-BRANDED MARKETING MATERIAL PROGRAM

### Challenge:

A manufacturer offered free, co-branded marketing materials for a new product line. The design and printing of the marketing materials were both handled internally, but over time as the brand grew and sales increased, the internal team couldn't keep up. Demand overwhelmed internal resources and product support suffered.

### Solution:

GO2 proposed an ecommerce site to manage the program. Using the site, dealers could order the marketing materials they needed. GO2 then managed the inventory and distribution of materials, including direct mail and email campaigns, flyers, brochures, labels, magnets and more. Dealer excitement and adoption of the ecommerce site and the new product signaled the success of the program. The program quickly grew, with minimal impact to in-house resources at the manufacturer.

**30+**

distributors and  
printers

**50+**

marketing  
collateral options

**15+**

full marketing  
campaigns



CLIENT: ENTERPRISE MANUFACTURER / PROJECT: MANAGE THE PROCUREMENT AND DISTRIBUTION OF SALES MATERIALS

## SALES SUPPORT CUSTOMER SAMPLES PROGRAM

### Challenge:

The sales team at an enterprise business struggled with ordering samples for customers. With multiple manufacturing sites and no centralized way of ordering, the sales rep would waste time finding the right person to talk to about ordering a specific sample. The result was multiple emails and calls, a broken process that negatively impacted marketing support.

### Solution:

Working with the business, GO2 built a “sample room” on its existing ecommerce portal. All samples that the sales rep may need could now be found in the sample room. Information on the distribution of the samples would be sent directly to the resource tasked with shipping and supporting sales. This drastically reduced the time and effort necessary to provide samples.

**1,800+**  
SKUs





CLIENT: MANUFACTURER OF BUILDING MATERIALS AND ENGINEERED PRODUCTS / PROJECT: MANAGE THE PROCUREMENT AND DISTRIBUTION OF SALES MATERIALS FOR A NEW PRODUCT LAUNCH

## NEW PRODUCT SALES AND STORE SUPPORT

### Challenge:

A business that sold building materials and engineered products launched a new product. The distributed sales team and stores selling the new product needed access to the marketing materials and branded literature. The company initially used a spreadsheet to take orders and track distribution. This led to confusion, inefficiency and long delays in supporting sales.

### Solution:

GO2 proposed an ecommerce solution. Using it, GO2 could track where printed materials were located and expedite shipping with rapid order turnaround. With more than 80,000 SKUs to pick from, a category system was developed to support a “quick-order” system for sales. With better access to marketing materials and faster distribution, the company could assess the success of its marketing and better support sales.

**80,000+**  
SKUs

