



CASE STUDY: WPP Group

WPP is the world's largest communications services group, employing 179,000 people, working in 3,000 offices in 100 countries.

All suppliers must meet WPP's high standards on employment practice, protection of the environment and ethical business practices. Other key criteria include assurance of supply, quality, service, cost, innovation and sustainability.

MBM Omega works closely with the WPP parent company on the overall contract but treats each operating company individually. "Different agencies have different challenges, objectives and requirements," said James Morton, managing director of MBM Omega. "It is important that rather than using a 'one size fits all' approach we tailor our account management programme to each company's different needs."

We have saved a vast amount since using MBM Omega," commented Karen Needham, Lambie-Nairn. "The account management programme has helped us significantly reduce our costs. MBM Omega proactively suggests where we can make further savings, allowing us to reinvest the money saved into other key projects. In summary, their service is second to none and I would highly recommend using them."

Significant savings

Caroline Maile at Millward Brown has also seen significant savings. "I have compared our spend with MBM Omega to what we spent with the previous suppliers and am pleased to report we have a 60% saving. As you know the industry standard, or cost per head per annum, is £150-£200, but we are actually at £41.17, which is extremely low. Also the core to non-core ratio on orders is hitting 86%, which is very good. This means we are mainly ordering items on our core list where we have negotiated discounted prices."

Service and flexible reporting is another area where companies benefit from MBM Omega's approach. "MBM Omega is always very responsive to requests to tailor their service and reporting models to meet my management objectives," says Malcolm Doran, WTMS. "This enables me to keep firm control of our expenditure, what is ordered and by whom. The quarterly reviews are also immensely beneficial and over the past year we have achieved ongoing cost savings of approximately 25%. Our account manager regularly reviews service levels, and they have recently introduced a new afternoon route to provide us with a twice daily delivery service."

Eco-support

Environmental initiatives are also covered. For example, MBM Omega recently arranged for a number of light bulbs to be recycled for the J Walter Thompson Group and they are always ready to provide a "Green Audit" for interested companies. In addition, the free cartridge and mobile phone recycling service provided by MBM Omega is very popular and serves a dual purpose. As well as the environmental benefits of recycling, money raised from the recycling is donated to charity.

Many agencies have benefitted from MBM Omega's product sourcing service, which features innovative ideas and a "can do" approach. Requests, often at very short notice, for items as diverse as a jeweller's loupe, purple clocks, a goldfish bowl, table tennis bats and a 2.5m x 2m world map have all been fulfilled quickly, efficiently and cost-effectively.

Diverse range

MBM Omega is always looking to expand their range of products and service to provide, where appropriate, a single source for workplace needs. One example is business catering. Agencies are taking advantage of the new service to provide high quality, delicious food for events and within their offices. Another recent initiative from MBM Omega has been the introduction of a new range of studio supplies and the launch of a comprehensive new catalogue. With over 3,000 items in stock, the catalogue offers an extensive choice. Products can be ordered online and are available for next day delivery, providing all the tools needed to meet tight and ever changing deadlines.

"We never thought we'd be able to surpass the service we received from our previous supplier, but I can honestly say, not only has MBM Omega matched our previous service levels, they have exceeded them, as well as making us substantial savings."

Neil Reeves, Grey London

brighter business

t: 020 8899 1100 e: hello@mbm-omega.co.uk w: mbm-omega.co.uk