



Company Background

Founded in 1971, FCS Laser Mail has now been providing an ever-increasing range of print and IT solutions for over 40 years.

The laser mail division was set up in 1975 to meet the high volume printing requirements of the parent group. Such was the success of this commercial venture, that the management of the laser mail division successfully completed a management buyout in 1996.

Today, the company is almost entirely employee owned.

Challenge

FCS Laser Mail was struggling to find relevant contract opportunities, spending a substantial amount of time laboriously checking through around twenty websites or tendering portals in an attempt to find them.

"If customers are looking to try these they're pretty handy whether you're a new start or as a refresher."

Matthew Perkins – Business Development Manager –
FCS Laser Mail

Business Development Manager Matthew Perkins saw that, in his words, the company "weren't being productive with our time." He found that not only was looking through multiple portals time consuming but in many cases they were coming across the same tenders time and again just on different sites.

Matthew admits that there was no cohesion to the company's strategy when it came to finding tenders and feels that it would be fair to describe this as a missed opportunity for the business during this time.

Approach/Overcoming Challenges

Tracker has allowed Laser Mail to save a significant amount of time compared to manually checking multiple portals. For a start Tracker's daily email alert keeps Matthew aware of the different opportunities relevant to their business. The consistent nature of the delivery of the emails means Mathew and his team have come to rely on that information. Matthew states it has reduced the amount of duplicated tenders that his team see and it's always clear what to do next.

Tracker's monthly customer webinars have come in handy both at the start of Laser Mail's subscription and as a refresher as time has gone by.

Continued on next page



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Continued from previous page

Matthew feels that Tracker has helped to give Laser Mail an edge over competitors as they're aware of contracts coming up and have had ample time to prepare a bid.

Since joining Tracker Laser Mail has won public sector contracts, both council work and framework awards, and have attributed this success to having Tracker in place and the edge it gave them over competitors.

Spend Analysis

The Spend Analysis tool has allowed Laser Mail to see invaluable information about their local council from how much they are spending to who they are working with. Matthew has been able to use Spend Analysis to work out the time of year a lot of council contracts that they are interested in will be up for renewal.

Spend Analysis has also allowed Matthew to see how much Laser Mail's competitors are spending in the public sector, which he feels will be useful information going forward.

Question: "When you find the alerts are they easy to digest in the format that they're presented to you?"

Answer: "Yes very clear, there's always a full opportunity listed and all the contract details are there for us."

Matthew Perkins – Business Development Manager – FCS Laser Mail



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