

DYNAMIX - A Fresh Approach to Distribution Solution Management

P2P Mailing is rewriting the rules around building dynamic distribution solutions with our Customers by involving our Customers in the design process. We believe that you deserve more than just a rate card when considering the crucially important element of how to get you mail to its intended recipients. You deserve more than just a "take our word for it" attitude. Deploying an effective distribution solution for your business can be the difference between making and breaking profitable relationships with your Customers.

You are guaranteed:

Attentiveness – P2P will listen carefully to your key requirements and business objectives. We will challenge the status quo to properly understand why you do what you do now and assess the alternatives that may enable you to do what you need to do better!

Transparency – P2P will discuss all the possible options with you, help you to understand the pros and cons of different services and service providers. This will enable you to understand the difference in costs between the services and how that may or may not impact on service quality.

Objectivity – We are truly independent and are able to concisely and impartially advise on a wide range of different services that can be put together to build your dynamic distribution model.

Flexibility – Our solution does not stop at just advice and consultancy. Once designed, we can facilitate the final solution for you and manage all elements of your distribution model on your behalf effectively and efficiently.



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A Fresh Approach to Distribution Solution Management

DYNAMIX is an objective, consultative approach to distribution solution design that listens to your business needs and challenges the norm. By building tailored solutions drawing on our depth of expertise, we can deliver a transparent and open solution that will in turn deliver optimum results for your business.

Our range of services includes:

- **Initial Consultancy** – We want to understand in depth what it is you do and how you do it. We want to understand the key drivers for your business and the consequences of not meeting them. For the distribution model to be effective, we need to understand these core objectives of your business model to ensure that whatever we recommend from a distribution perspective, will support you in successfully achieving those objectives.
- **Dynamic Design** - By getting that first bit right, P2P is best positioned for putting together the right elements to create an optimum solution for your business. We do that by engaging you in the process from the beginning in an open way. We can make the model as complex or simplistic as you want – creating a balance between cost and access efficiency for your business. You will have more knowledge and therefore feel in greater control when making informed choices that can deliver cost efficiency and service performance enhancements. This is more than just a rate card.
- **Full Management Approach** - The model, once designed, can be implemented and managed by P2P. We can take your material and help you to access the services you have selected – be that a final stage sortation or specific indicia application. The model is also supported by a comprehensive range of value added services.
- **Proactive Disruption Mitigation** - The DYNAMIX model can be modified at any time – for example to counter unforeseen service exceptions from any given service provider – often with just a few hours notice with no impact to the smooth running of your business. With direct access to such a wide range of options it allows us to provide flexibility into the model thus preventing you from being stuck with poor performing distribution channels.

Call us on +44 (0) 1708 899800 or contact us at mailsolutions@p2pmail.co.uk