

Company Profile: Machinery
Wholesale/Manufacturing
Industry: Agriculture/Heavy
Equipment Retail
Locations: 70+



RDO Equipment Case Study

Overview



When Postal Advocate started working with RDO Equipment they were struggling with customer service problems with their vendor, a lack of standardization in equipment throughout their field locations, and large variations in price from similar equipment across their portfolio. Most of their locations were spending over twice as much for the equipment as the postage being processed. This was due to declining postage volumes and vendors pushing for larger solutions. They have been our client since 2019. RDO has a postage meter portfolio of 50+ meters. Some of the key challenges included coordinating open vendor items, such as handling billing issues, equipment returns, and new installations. Managing renewals and terminations were also an area of difficulty.



Approach

Postal Advocate works with RDO Equipment's locations to gather equipment requirements, provide options, and helps coordinate with the vendors to make sure changes are properly implemented. We were able to consolidate the billing into central invoices where cost centers are used to bill back expenses. This makes the invoices easier to audit and pay, which reduces the fees and late charges of managing direct billing to the various locations. Postal Advocate also managed an RFP between suppliers to derive at fixed price points that offers the locations the best value. Postal Advocate manages the day to day issues with the locations to make sure the account is properly taken care of.

"It is nice to have a vendor solve our problems and be on our side. Postal Advocate put their reputation on the line. They earned our business and continue to do so. Highly recommend."

- Scott A. Williams (Director of Purchasing)



Postal Advocate
MAIL MADE EASY

Results that Speak Volumes



Provide visibility to all locations.



Reach out to locations as renewals come up.



Reduced their equipment costs by **73%**.

In the end, with Postal Advocate continues to help RDO Equipment have a path to more cost savings. Our services make it easier to manage their postal equipment that is spread out across the United States. We give them peace of mind because they know that we are making sure everything is correct for their business.

Conclusion

Since we started the program, we have helped drive almost \$40,000 in savings with an **73%** gross savings in equipment renewals and fees. The changes Postal Advocate made allowed for effective account management. Additional benefits include cost savings, right sizing equipment in place, and a better understanding and knowledge of systems.