



# CASE STUDY



## SourceHOV

SourceHOV is one of the world's leading providers of business process outsourcing services and provides workflow-based, large-volume transaction processing services. The Urbandale location is used to print and distribute high volumes of various financial statements, reports, invoices, confirmations, postcards, and other first class mail around the world.

### THE CHALLENGES

Larry Parker, a 20-year employee of SourceHOV and their current Laser Print Operations Manager, says that the company has been with LRI from the very beginning. "LRI started with us when we were UIS (United Information Services). We were their first account. We were a very small operation then; we maybe had 2 printers," Parker said. "We have been with LRI ever since."

The two companies have grown together through the years and have worked together to solve some of SourceHOV's biggest challenges. SourceHOV relies on strict deadlines to mail out their time-sensitive first class mail and financial statements. According to Parker, meeting deadlines is his top priority every day. "We are a constant, 24-hour shop dedicated to printing. All of our customers have deadlines," Parker said. Most of SourceHOV's customers run high volumes of documents, and these need to be printed quickly so they can be moved down the line to inserting and mailing. "We may get 2 million images for just one customer, and it takes a couple days to print and sometimes longer," Parker said. "Printing is the central area that keeps everyone else here busy, so printing is very critical to us."

### THE SOLUTION

Through over 20 years in business together, LRI and SourceHOV have learned to solve problems as a team. As technology has improved, SourceHOV now has the ability to print color statements as well as duplex documents with machines purchased through LRI, including machines from both Konica Minolta and Océ. "LRI always seems to work with us when we have an issue or a customer that wants a certain type of job, a certain size paper, things like that," Parker said. "We work with LRI to see if it can be done with our printers, and I get the best information I can from their technicians. That's why we've been with them."

### THE RELATIONSHIP

LRI and SourceHOV have a unique partnership with a strong commitment to one another. "They get us the latest equipment when they can, and I'm sure our upper management enjoys the rates LRI gives," Parker said. Like any successful company, SourceHOV has had other vendors knocking on their door over the years, but Parker hasn't seen a need to switch. "We stuck with LRI even though Xerox has knocked on our door pretty hard. We have had that long-standing relationship with LRI and I felt I got better service from them," Parker said.

With great customer service and attention to detail, LRI looks to continue the relationship with SourceHOV into the future. "LRI does a great service as far as printing. For me, it's about the service," Parker said. "When it comes down to it, they've got good people."



**"We go through challenges together and we figure out a way to do it. They've always treated me right."**

**Larry Parker**

**Laser Print Operations Manager  
SourceHOV**

SourceHOV has received national attention from FORTUNE magazine. Below is a ranking of FORTUNE 100 companies in different industries that SourceHOV works with:

Industry Served	Customer Coverage
Healthcare	10 of the Top 20
Insurance	9 of the Top 20
Banking	4 of the Top 10
Automotive	2 of the Top 5
Retailers	8 of the Top 20

*"SourceHOV is one of the most innovative outsourcing service providers in the world, blending leading-edge technology, business process outsourcing, and knowledge management - delivering significant and identifiable value and return-on-investment for its clients."*

**- FORTUNE Magazine**