

# Great savings for MMR Research Worldwide

CLIENT:	MMR
SECTOR:	Research
COST CATEGORIES:	Stationery, Couriers, Photocopiers, Fixed and Mobile Communications

Expense Reduction Analysts (ERA) demonstrates a good understanding of client needs and gathers data from records, which saves substantial time in terms of analysing spending patterns.

## THE CLIENT

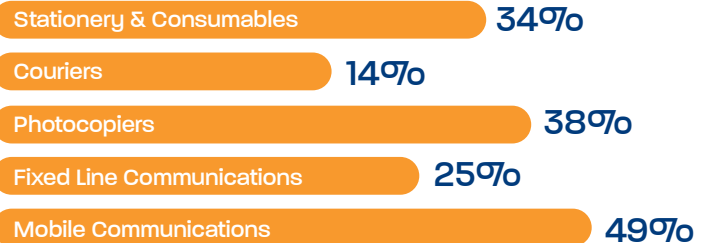
MMR Research Worldwide Ltd (MMR) is a market research company which works with clients to make their products and brands better. The company has guided the development, optimisation and maintenance of some of the world's most successful brands and its methodologies are widely recognised as market leaders in new product development, brand and product optimisation and category management.

## THE CHALLENGE

Chris Wright, Associate Director at MMR, met with ERA consultant, Manoj Pabari and decided to engage him to review a range of cost areas. He explains, "The no-risk, profit improvement structure was very appealing as it meant we had nothing to lose by letting Manoj review our expenditure. I am sure now that we made the right decision. We have been very impressed with Expense Reduction Analysts and that is why we have engaged their services in five different areas already."

The five areas of expenditure which have been reviewed by ERA to date are stationery, couriers, photocopiers, and fixed and mobile communications. Having been given the go ahead by Chris to review these areas, Manoj engaged a number of his colleagues to undertake the analysis work. ERA consultant, John Loveless conducted the stationery and office consumables project. Previously MMR had been using two different suppliers as neither stocked everything they wanted. Using his extensive supplier knowledge, John was able to source a single supplier to provide everything and achieve a saving of 34%.

## SUMMARY OF SAVINGS



**mmr**  
MMR Research Worldwide

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**CHRIS WRIGHT**  
ASSOCIATE DIRECTOR, MMR RESEARCH WORLDWIDE

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Meanwhile Expense Reduction Analysts consultant Brian Pinner joined the project team to review the specific areas of couriers and photocopiers. Again, substantial profits and service improvements were achieved in both of these areas following Brian's analysis and supplier negotiations.

Manoj then approached Jonathan Hotopf, and invited him to investigate MMR's fixed and mobile communications. The project has been very complicated and has taken into account all aspects of MMR's communications including landlines, mobiles, routing and data calls. The results so far have been promising.

Chris Wright has been very impressed with Manoj and his team. He says, "We know that for each project we give to Expense Reduction Analysts, we are dealing with an expert in that particular field and this fact has benefited us greatly.

"Manoj and his team have highlighted issues that we would not even have considered without their help and advice, and their extensive supplier knowledge has enabled us to access low prices without any compromise service levels."

"Expense Reduction Analysts always demonstrates a good understanding of our needs and then gathers the data from our records, which saves us substantial time in terms of analysing our own spending patterns. The whole team has been very professional throughout and Manoj has provided us with a common point of contact for every project. He has regularly suggested new areas to investigate where savings could be found and I am sure our relationship will continue into the future."