

A Case Study  
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**Syracuse University**  
**Whitman School of Management**

# Case Study: Cost Savings Meet Unparalleled Service for the Syracuse University Whitman School of Management

## Background

The Syracuse University Whitman School of Management publishes its *Whitman Magazine* twice a year, a key communication tool for its 33,000+ alumni, prospective students, faculty and other business schools. *Whitman Magazine* highlights school achievements, student successes and faculty research.

## Problem

Four years ago, when Dawn McWilliams joined Whitman and took over the magazine, she was tasked with cutting printing costs. However, she was worried about potential quality issues. An experienced print buyer, she associated web press printing with lower quality, particularly regarding color reproduction. Additionally, timeliness and customer service were two major factors in her search for a printing partner.

## Solution

Dawn spoke with Walsworth, who offered a cost-effective solution without sacrificing quality. A press check convinced her of Walsworth's web printing capabilities; she was impressed with the print quality and color, as well as the significant savings Walsworth offered. Walsworth and Whitman Magazine entered into a two-year, four-issue contract.

## Conclusion

While price was an important factor for *Whitman Magazine*, service and timeliness were paramount. Dawn's extensive print buying experience taught her the value of a strong partnership like the one with Walsworth. Whitman's success proves that cost savings and high-quality print production are achievable with the right partner.

## Results

By switching to Walsworth, *Whitman Magazine* was able to save \$25,000 in printing costs. Additionally, Dawn praised Walsworth's service, particularly the expertise and responsiveness of their team, including CSR Maureen McRae and Sales Representative Dave Vella. "I was very impressed with the organization," said Dawn. "I was a spokesperson for Walsworth inside my organization. I'm very impressed with what's been happening."

