

Case Study

Training & Development



Zeke Vanderhoek
Chief Executive Officer

Headquarters New York, NY
Employees N/A
Industry Educational Services

Printing on demand with Mimeo.com lets Manhattan GMAT change its materials overnight—giving it a distinct advantage over its slower-moving competition

A Document-Intensive Company

Manhattan GMAT is a test-preparation company, offering public, corporate, and LIVE online classes to people planning to take the GMAT, the exam required for admission into MBA programs. The exam is administered on computer, but preparing for it involves a lot of documents.

“Documents play a huge role in our business,” says Manhattan GMAT CEO Zeke Vanderhoek. “The heart of our curriculum is our seven strategy guides—five for the quantitative portion of the exam and two for the verbal portion of the exam. We provide a tremendous amount of content to our students” and every bit of it is printed through Mimeo.com.

Using Print-on-Demand as a Strategic Advantage

“The reason we like Mimeo more than anything else,” says Vanderhoek, “is that we want to ensure that our curriculum is absolutely 100 percent fresh and up to date. So our strategy guides are continually updated.

“We have instructors go in and actually take the exam on a monthly basis. Occasionally we’ll see a new concept being tested or a shift in the way an old concept is tested, and we’ll want to implement these changes in our curriculum.

“Because we print on demand, we can update our curriculum as needed—unlike many other test-prep companies that do their printing for the year and, hey, if things change, too bad for the consumer.”

Manhattan GMAT Challenge

- Produce relevant study materials for a test that is constantly changing
- Update training materials frequently to keep ahead of the competition
- Expand company’s back-office capabilities to sell many materials directly

Mimeo Solution

- Printing on demand keeps company from getting stuck with out-of-date materials
- Online ordering allows students to buy materials directly from Mimeo

Results

- Company was able to grow rapidly without expanding its back-office

For information on printing solutions from Mimeo, visit our website at www.mimeo.com or call us at **1.800.GoMimeo.**



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Things move fast in small business, and things have to happen fast. So it's super-convenient that we can think up something at three in the afternoon and get it to us the next morning.

Zeke Vanderhoek

Chief Executive Officer

More Than Just Convenient, Shipping Actually Expanded the Business

Printing on demand enables Manhattan GMAT to stay one step ahead of its competitors, but it's been Mimeo.com distribution that's really fueled the company's growth. "We continue to grow very rapidly," says Vanderhoek, "and outsourcing the stocking and shipping of our books has really made that possible. I don't even want to think about how many man-hours it would take for us to have to do this all ourselves."

Outsourcing its printing and delivery also spawned a whole new revenue stream for the company: selling its Strategy Guides to individuals who do not actually take the company's courses. People can order the company's instructional materials off its website and have them printed and shipped directly from Mimeo.com.

"We could never have expanded as rapidly without Mimeo," Vanderhoek explains. "Basically, we would have needed our own shipping operation, which we certainly didn't have in place. Mimeo has enabled us to start certain key initiatives. Beyond our ability to sell materials to non-students, we've also been able to expand our class operations. We now teach students around the world and need to ship course books and materials as far away as Singapore.—and no copy shop can print and ship as effectively and quickly as Mimeo can."

Learn more about Manhattan GMAT at www.manhattangmat.com.

For information on printing solutions from Mimeo, visit our website at www.mimeo.com or call us at **1.800.GoMimeo.**

