

“We see Meridian
as an extension of
our IT department.”

They are a trusted partner that
helps us do more and they have a
vested interest in our success.”

Steve Jaeger
Chief Information Officer



Company

Quad
Sussex, WI

Industry

Marketing Solutions



“We look at technology as an ecosystem

and Meridian brings us innovative solutions that help us meet our objectives both for today and the future.”

Dave Goetzel
Senior Manager of Infrastructure



With Meridian as an Extension of Their Team, Quad Creates the Next Generation of Marketing Services for Their Customers

About Quad

Technology is at the forefront of Quad's business. From automating their shop floor with AGVs, to streamlining back office operations, Quad is always striving to find a better way to serve their clients and drive efficiencies for their employees. Being a part of a dynamic industry means that needs and trends change often. Although print is still at the foundation of their operations, Quad now offers a suite of marketing solutions. The company is often considered an extension of their clients' marketing department because they help design, execute, and manage all aspects that a marketing team would. One of Quad's main objectives as a company is to drive innovation and technology. The company leverages IT as a competitive edge to bring value for their customers and remain the leader in the industry.



Quad mails to 99.8% of every household every month

The Challenges

Since opening their doors in 1979, the once privately held company has completed numerous acquisitions and is now public. In order to keep up with the rapid rate of growth while demonstrating business continuity, Quad needed an IT environment that was secure and could scale with their ever-changing needs. Starting back with Quad's founder in 1971, Quad would seek to find a better way to do things, often through technology. As Quad grows and continues to innovate, it is extremely important that they have access to a wide range of technology solutions that help them remain agile and responsive to their business needs as well as their customers' needs. Quad wasn't looking for a vendor; they were looking for a strategic partner that could design solutions to support the next generation of products and services to deliver for their clients, regardless of technology and manufacturer.

Technology Challenges Solved

- ✓ My team lacked the skills to architect and deploy a scalable footprint
- ✓ My systems were old and slow

How Meridian Helped

Quad selected Meridian as their strategic partner because previously they weren't getting access to the expertise and solutions they needed to grow their business. When Quad was struggling with database performance issues, Meridian was commissioned to vet a new solution as a proof of concept. As the relationship continues to grow, Meridian brings resources and new ideas, and challenges Quad to think differently in pursuit of implementing the best solution at the lowest cost.

Meridian operates as part of Quad's team by getting to know their business from the inside out. As a result, Meridian has become an extension of Quad's IT department. If they need something, they pick up the phone and call, any time day or night. With Meridian, Quad has found a partner that is truly vested in their company's success, providing solutions that meet their needs for today and for tomorrow.

Business Impacts

After discussing several different storage strategies, Quad decided on moving forward with a solution that is three times faster than their previous solution. Meridian has provided a forward-thinking strategy built from Quad's data so that they can operate smarter and more efficiently. To support Quad's client-first approach, Meridian has become an extension of their IT department. As a result of this partnership, Quad is able to provide a world-class computing environment that is not only high performing, secure, and reliable, but is also cost-efficient.

Expect more from your technology partner.
Choose Meridian.

Call +1 (888) 835-3815 to speak with one of our solution experts.

Meridian is a services company that helps you consume technology the way you want for today and for tomorrow. With over 160 OEM partners and hundreds of services professionals throughout the world, we help implement the solutions you want and provide the expertise on the solutions you need. Since 1979, we have guided customers in transforming the technology tools and resources they already have into undeniable business value.