

Electronics Chain Discovers Cost-Effectiveness of On-Demand Printing Solutions



BUSINESS SEGMENT

Retail

PRODUCT

HD Digital Color Printer

CHALLENGE

- Expensive inkjet printer fleet with limited capabilities
- Inability to quickly react to price changes and time-sensitive promotions
- Exorbitant shipping costs
- Inefficient store management and merchandising processes

SOLUTION

- Integration of on-demand printing across national network
- Increased efficiency of local store operations
- Adoption of digital color printers resulted in ability to tailor and customize promotional materials
- Enhanced printer fleet reduced customer service calls and technical support assistance

CUSTOMER PROFILE

A large specialty electronics retailer with thousands of corporate-owned and franchise locations across the United States was seeking an in-store printing solution to supplement their existing back-office printer fleet. The company's goal was to enable individual locations to produce customized promotional materials and collateral such as price tags and vendor contracts.

THE CHALLENGE

The corporate headquarters controlled and distributed marketing collateral to all store locations. Therefore, an in-store solution was needed to expedite the turnaround of updated signage to accommodate ever-changing pricing and promotions. The retail organization required a solution that would reduce the cost of their current inkjet printer fleet; reduce waste from unused promotional materials; eliminate shipping costs; and streamline in-store merchandising processes.

THE SOLUTION

OKI conducted an extensive cost analysis to show the retailer the cost-benefit of migrating their existing inkjet printers to color laser printers, and to ease their reservations about associated supplies and toner costs. As a result, the retail chain deployed high-definition OKI digital color printers in thousands of store locations nationwide, with a competitive total cost of ownership and cost-per-page

that allowed the company to integrate the new printer fleet at an affordable cost. The retailer was able to experience the benefits of on-demand, HD color that enabled store locations to print customized price tags and flyers, in higher-quality output than was available with inkjet technology. After integrating OKI products, the company realized the benefits of increased efficiency and productivity and a dramatic reduction in cost and waste.

Each location was also given access to a web portal which allowed individual locations to select and print local store signage and updated promotional materials on-demand. Each store was given access to a web portal that allowed printers to be easily ordered for overnight delivery with no interruption to business operations. OKI also differentiated itself from the competition by offering the company a two-year, extended on-site exchange warranty, which could be conveniently managed through the web portal. Further, the retailer headquarters was better able to manage printing costs at the store level through OKI's Color Access Policy Manager that allows for only specific URLs or applications to be printed.

The consumer electronics retailer was instantly satisfied with the successful implementation of OKI's digital color printers. Several years later when the printer fleet needed to be refreshed, the retailer decided to upgrade to one of OKI's newer HD digital color printers with a two-year warranty that was extended to a four-year warranty. All devices were then remotely monitored through OKI's PrintSuperVision, streamlining and automating the monitoring process which dramatically lowered the number of customer service calls and facilitated a quick turnaround for technical assistance and consumable replacement. OKI also delivered on-site personal assistance and front desk training for any of their retail locations, answering employee questions and providing immediate, customized attention. Using OKI's managed service offering, the retailer was also able to manage assets through one single location, enabling a simpler and more efficient means of controlling devices within a large print fleet in retail locations across the country.



CONCLUSION

With a refreshed printer fleet and ability to tailor printing solutions to address specific needs, this national retail chain is now able to create high quality customized materials at individual retail locations, on-demand and in color. The company was so pleased with the results that it has decided to expand its printer base, installing over 150 OKI printers within its corporate offices and regional divisions as well as additional retail locations and franchises. The organization was able to reduce costs with a total cost-of-ownership product, and guaranteed a more efficient turnaround of promotional materials that does not require shipping from headquarters, thereby also reducing the associated cost and waste. OKI's unique remote monitoring system and immediate customer service allowed them to efficiently manage devices and maintain an optimally functioning print fleet, eliminating time wasted on technical issues. OKI's dedicated commitment to understanding the customer's unique business needs resulted in providing a solution with sustainable support and easy integration ultimately improving their business operations and overall success. [LEARN MORE >](#)



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