

International Family Footwear Chain Dramatically Increases Back-Office Productivity



BUSINESS SEGMENT Retail

PRODUCT Small Workgroup Monochrome Printers

CHALLENGE

- Expensive cost-per-page
- Equipment downtime and repeat printer failure
- Vendor unable to support duplex printing needs
- Unable to deliver consistent printer experience across North America, South America & Europe

SOLUTION

- Printer refresh resulted in cost-effective printing solutions
- Consultative and collaborative approach yielded best practices and improved business model
- Establishment of service portal increased business workflow and productivity
- Versatile print devices enhanced back-office functionality

CUSTOMER PROFILE

One of the largest specialty family footwear chains in the Western Hemisphere, this retailer serves millions of customers through a global network with thousands of store locations in a variety of retail settings. Focused on providing the best quality footwear at a competitive price, this retailer has expanded its presence and reach into international markets. The organization uses monochrome printers for daily reporting and general back-office printing in its stores throughout the United States, Canada, Latin America and Europe.

THE CHALLENGE

The retailer's former print vendor did not offer a competitive cost-per-page; for this reason, the company began to use third-party remanufactured toner, which led to increased printer failure. As a result, they incurred additional costs and spent valuable time training help-desk employees. The shoe store chain required end-of-day reporting, which dictated the following day's sales activity; therefore, there was no room for printer failure. Duplex printing was a feature needed for its business, but was not something that the company's former print vendor could provide.

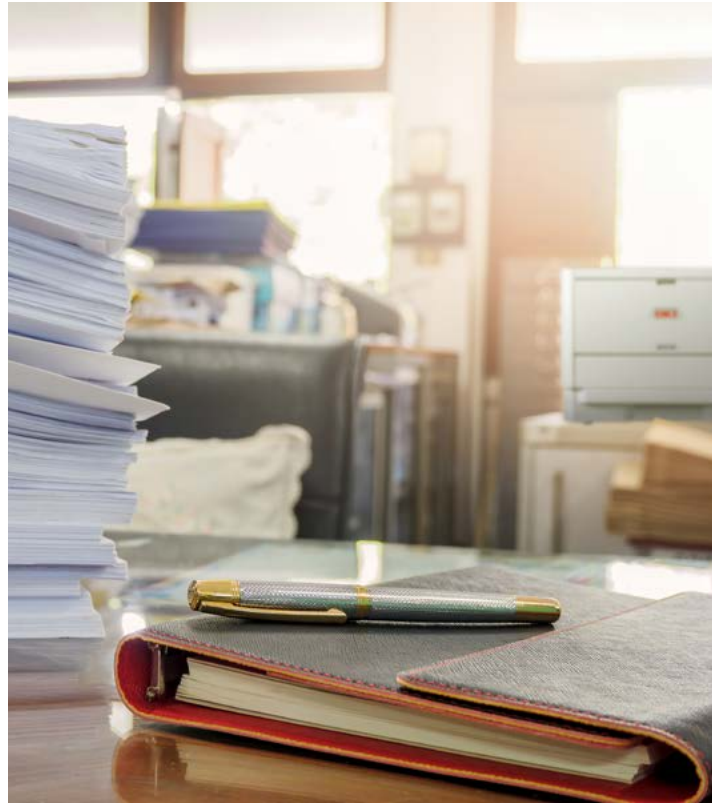
THE SOLUTION

OKI first consulted with the shoe store chain to gain a clear understanding of the company's budget constraints, individual business needs as well as service and failure rate expectations. OKI also developed a customized print solution that

delivered a cost-per-page to comply with the company's financial requirements and also fully-addressed the retailer's document printing needs.

The customized solution OKI created included provisioning of a reliable, digital monochrome printer at a competitive cost-per-page and included a multi-year service agreement featuring OKI's second to none printer and printhead warranty and support. OKI trained the retail organization's help-desk staff to use a service portal in order to initiate service requests, ensuring consistent business workflow and productivity. To ensure easy installation, OKI also developed a custom insert included within each new printer box delivered to each store location. As the retailer expands across the globe, OKI continues to provide the products and customer support, delivering high-end results and customer satisfaction.

OKI, understanding the retailer's need to cut excess spending and desire to incorporate more cost-effective business solutions, helped the organization carry out a complete printer refresh in each of its locations – upgrading to versatile and compact small workgroup digital monochrome printers. In an economic period where shoe sales and overall consumer expenditures were down, the retailer decided to do away with the overnight exchange warranty and bring the service portal management in-house in order to save money. With the help of OKI's dedicated sales representatives, they were able to reduce expenses, obtain a low total cost of ownership, and increase back office functionality within each of its retail stores.



The B512dn monochrome printer is one of the many durable printers offered in OKI's retail packages, which include custom print solution software and capabilities tailored to the retail industry.

The decision to implement a complete printer refresh was an easy one. In tough economic times, the company looked to reduce expenses wherever possible. The duplex capability of the OKI mono printer helped them reduce media consumption and save money on paper. The original toner cartridge included with each new printer was replaced with a larger capacity toner cartridge, resulting in lower operating costs and less time spent replacing cartridges.

CONCLUSION

Together with OKI's industry-leading, customized solutions, the international shoe store chain has continued to enhance back office productivity by deploying the reliable and competitively-priced OKI small workgroup mono printers within its retail stores. Since initially consulting with OKI, the products and subsequent upgrades have exceeded their expectations, and have operated with high performance speeds and greater efficiencies. OKI's ability to meet their financial and performance requirements and continuously deliver a cost-effective printing solution has helped establish a longstanding, trusted partnership for more than a decade. [LEARN MORE >](#)



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