

Transportation Case Study



BUSINESS SEGMENT

Transportation

PRODUCTS

Color, Mono and SIDM Printers (C3400, C6150, C710, C9650, B4600, B6500, ML320T)

CHALLENGE

Identify printer vendor with full range of products and support

Ensure reliable/dependable service and organizational support

Integrate with existing supply chain solutions seamlessly and easily

SOLUTION

Refresh printer technology with more cost-effective solutions

Strong customer-focused relationship

Ability to meet rigorous product demands



ML320



B4600



B6500



C3400



C6150



C710



C9650

Case Study

CUSTOMER BACKGROUND

The world's largest package delivery company and a leading global provider of specialized transportation and logistics services was utilizing an aging multivendor product mix in its corporate office and warehouse locations. The product fleet used to help manage the flow of goods, funds and information to its customers was not covered under warranty. The transportation company required a vendor partner that could address all of its printing needs with maximum reliability and cost-effectiveness.

BUSINESS SEGMENT

Transportation

THE CHALLENGE

The global package delivery company needed a print vendor that would go well beyond the traditional buyer-seller arrangement. The partnership had to provide a reliable and cost-effective print solution for its rigorous volume-driven work environment across its thousands of facilities nationwide. The company was looking for a vendor with the ability to implement a printing solution that would streamline business processes, deliver measurable cost savings and integrate with existing supply chain solutions. It was also critical that the partner have superior service and a strong support structure.

THE SOLUTION

OKI Printing Solutions collaborated with the company to create a true strategic partnership. After undergoing on-site product testing, OKI Printing Solutions replaced the existing printer fleet with Color, Mono and SIDM printers to guarantee that the company's high-volume work environment demands would be met. The solution included SIDM printers in warehouse locations for label and report printing, as well as a replacement strategy to transition the existing inkjet printer fleet to digital Color printers, while ensuring a low Total Cost of Ownership.

OKI Printing Solutions partnered with this company to create a best-in-class service and support operation, providing monthly on-site product repair training and information sessions. In addition, each printer came with an extended warranty, and OKI Printing Solutions created customized part numbers to streamline the ordering process.

Together, they formed a direct partnership and OKI Printing Solutions changed the transportation company's infrastructure to develop a direct ordering process that would fit into its environment and work seamlessly with its current system. OKI Printing Solutions created a department for their incoming orders, handling approximately 85-100 orders a day.

CONCLUSION

As a direct partner, OKI Printing Solutions was able to provide an unprecedented level of customer engagement, understanding and support. The business relationship continues to evolve into a long-term partnership, as OKI Printing Solutions introduces new products and solutions that serve to increase the company's business performance. The transportation company relies on OKI Printing Solutions to continually assess and identify opportunities within its print environment to make subsequent product-transition recommendations. For example, the company is currently evaluating Multifunction Products (MFPs) from OKI Printing Solutions to streamline business processes for use in its retail locations.

The company not only trusts OKI Printing Solutions for its own use, but also for its customers' printing needs, enabling them to efficiently print shipping labels and reports. A true testament to the partnership, OKI Printing Solutions is a customer of the company's service division for overnight exchange and warranty shipping.

The transportation company now benefits from a more advanced printer fleet at a lower cost of ownership, with the promise of durability and reliability, and backed by better overall service and support that only OKI Printing Solutions can deliver.