

# Retail Case Study



BUSINESS SEGMENT	Retail
PRODUCT	HD Digital Color Printer
CHALLENGE	Expensive inkjet printer fleet Inefficient store merchandising processes Reservations about color adoption
SOLUTION	On-demand printing at locations nationwide Increased efficiency and effectiveness of store communications High-Definition color with access controls



**HD Digital Color Printer**

# Case Study

## CUSTOMER BACKGROUND

With 4,700 corporate owned stores and 1,100 franchise stores nationwide, this consumer electronics retail chain also operates 1,500 wireless phone centers in the United States. The company's existing printer fleet included back-office printers only, and they sought an in-store printing solution that would enable individual locations to produce customized promotional materials and collateral, such as price tags and vendor contracts.

## BUSINESS SEGMENT

Retail

## THE CHALLENGE

The corporate headquarters controlled and distributed marketing collateral to the store locations; therefore, an in-store solution was needed to expedite the turnaround of updated signage to accommodate the 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 almost 5,000 of its 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 fliers, in higher-quality output than was available with inkjet technology. Since employing OKI products, the company has seen increased efficiency and productivity and a dramatic reduction in cost and waste.

OKI demonstrated its outstanding customer service and support through the development of an intranet site that allows each retail location to select and print individual store signage and updated promotional materials on-demand. Each store also has access to a web portal that allows 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 (CAPM) 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

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 has reduced costs with a low 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 allows them to efficiently manage devices and continue to 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 that promises to continually improve their business operations and success.

The OKI logo is displayed in a bold, red, sans-serif font. The letters 'O', 'K', and 'I' are all the same size and weight, with a registered trademark symbol (®) to the upper right of the 'I'.