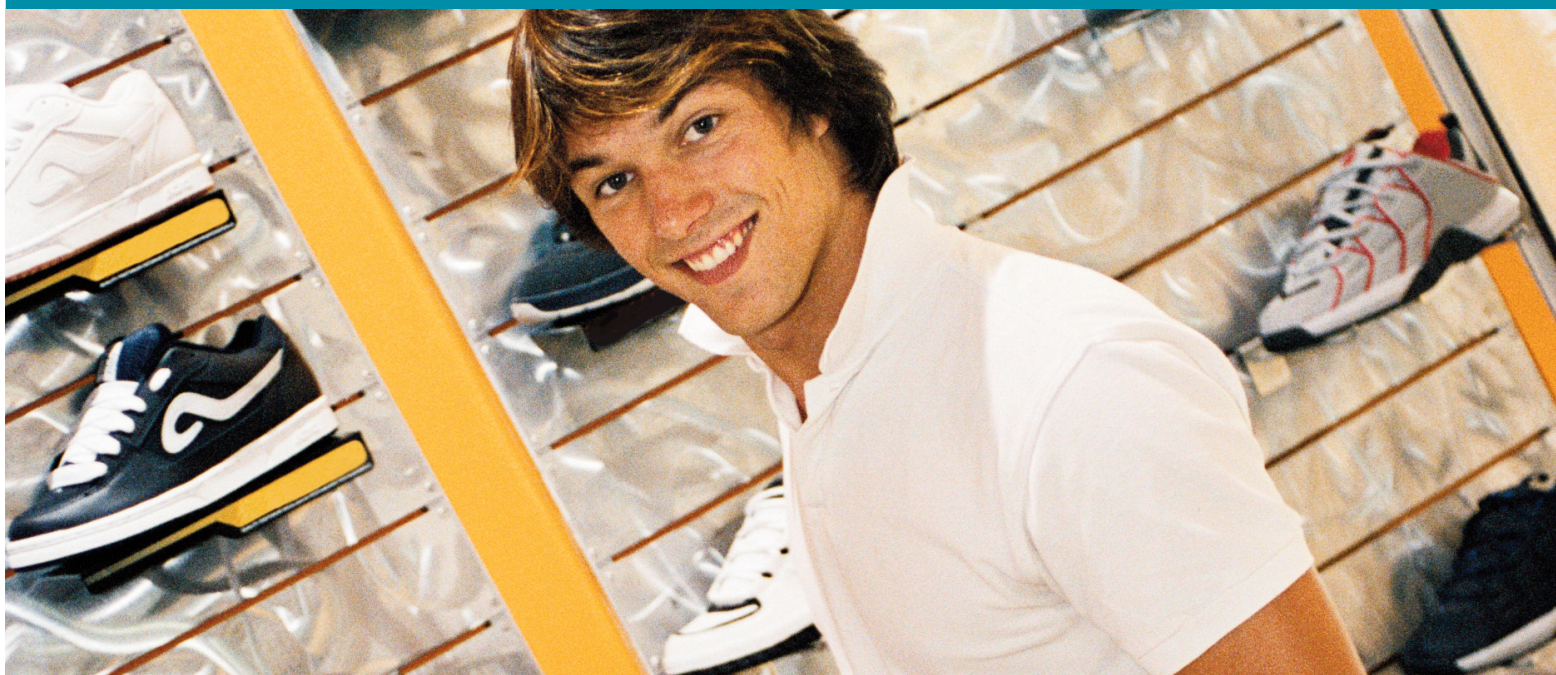


Retail Case Study

**BUSINESS SEGMENT**

Retail

PRODUCTS

Small Workgroup Mono Printers (B420dn)

CHALLENGE

Expensive cost-per-page
Recurring printer failure
Lost business productivity

SOLUTION

Consultative approach to financial requirements
Refresh printers to meet evolving business needs and reduce expenditures
Low total cost of ownership and improved functionality

**Small Workgroup Mono Printer**

Case Study

CUSTOMER BACKGROUND

One of the largest specialty family footwear chains in the Western Hemisphere, this retailer serves millions of customers through a global network of more than 4,100 stores in a variety of retail settings. Selling nearly 220 million pairs of shoes in fiscal 2011, this retail chain generated \$3.4 billion (U.S.) in net sales. Over the last two years, the 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.

BUSINESS SEGMENT

Retail

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

In 2004, OKI first consulted with the shoe store chain to gain a clear understanding of the company's budget constraints, individual business needs, and 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 custom solution OKI created included provision of a reliable, digital monochrome printer at a competitive cost-per-page, together with a four-year service agreement for overnight exchange. OKI trained the retail organization's help-desk staff to use a service portal in order to initiate overnight exchanges, as needed, 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 continues to grow 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 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 to establish a longstanding, trusted partnership since 2004.

