

case studies

Deluxe Video streamlines its Warehouse Management System with the help of Standard Business Systems and Toshiba's Solutions Group

problem

After installing new high speed copiers to print packing slips, a company's AS400 overloads, slowing the entire operation.

solution

A MicroSoft NT server is installed into the network, using FormsScape to integrate the data and streamline the print process.

In brief: When Deluxe Video's new warehouse management system went live in January 2002, the results were disastrous. Initial attempts to print packing slips took up to one hour—absolutely unacceptable given that the company's warehouses can print up to 1 million pages per month. Management initially blamed the problem on their purchase of 12 new Toshiba e-STUDIO copiers from Standard Business Systems of Little Rock, Arkansas. But rather than the problem, the connection with Standard Business Systems and Toshiba proved to be the solution.

With five manufacturing plants nationwide, **Deluxe Video** stands as the largest producer of videotapes and DVDs in the country, duplicating thousands of titles each month and shipping to retailers and rental stores in the U.S. and abroad.

In October 1999, **Standard Business Systems**, a Toshiba dealer in Little Rock, Arkansas, signed a three-year contract with Deluxe Video, outfitting the company with more than 30 Toshiba copiers and 80 fax machines. Deluxe serves as a fulfillment house for various studios, such as Paramount, Fox and Universal. To print packing slips, Deluxe loaded its copiers with pre-printed forms that included the logos of these studios.

In 2001, Deluxe Video decided to upgrade its warehouse management system, using Logistics Pro software to overlay three elements—a basic form, a logo and the order data—into one document, thus doing away with the pre-printed forms. With the help of Standard Business Systems, the company added eight e-STUDIO65 and four e-STUDIO35 digital copiers. They conducted several tests, and it seemed as though the system was ready to go.

It seemed that way...until they went live nationwide in January 2002.

The challenge

First attempts took from 45 minutes to 1 hour before the copiers started printing a document of 200 pages—clearly unacceptable given that each warehouse can print up to 1 million pages each month. What's more, the delay in printing slowed the company's entire operations, since Deluxe was integrated through one central AS400 system.

They tried several fixes, none of which improved the process. Assuming that the copiers were at fault, they contacted Standard Business Systems, whose Sales Manager flew immediately to the company's largest-volume warehouse, in Pleasant Prairie, Wisconsin, accompanied by an IT specialist.

The Sales Manager and IT specialist installed an SC-2 controller, which helped increase print speed to about 20 minutes. From this test, they concluded that the AS400 was at fault.

Standard Business Systems then contacted **Toshiba's Solutions Group**, which put them in touch with a Toshiba Integration Partner. "They knew *exactly* what the problem was, and were certain that they could fix it," the Sales Manager notes.

solutions

Deluxe Video

The Toshiba Integration Partner flew to the Pleasant Prairie warehouse. After a 2-day system analysis, he did a proof-of-concept using FormScape software—and those same 200 pages printed in less than a minute.

The solution

Standard Business Systems' Sales Manager explains the solution: "We took a Microsoft NT server and put it in line on the network. Once the AS400 has all the information ready—not overlaid, but ready—it transfers the data into FormScape on the server. FormScape then puts it all together."

Standard Business Systems is grateful for the assistance of the Toshiba Solutions Group. "Deluxe Video was initially convinced it was our fault," says the Sales Manager. "But by the time I was ready to leave, the company's VP was thanking me for the fantastic job, and for having the insight to bring in Toshiba's resources."

"They recognized that it wasn't technically our problem, and that we could have just walked away. But instead, we did what had to be done to solve the problem."

"I've been selling copiers for ten years," he concludes. "But since we've gone digital, it's a whole new arena. The Solutions Group understands the big picture; they're extremely advanced and well-versed in systems like the AS400, Novell and NT. To have them as a resource is a great selling point for Toshiba." Deluxe Video's contract with Standard Business Systems is renewed every three years. So, what does the Sales Manager feel are his chances of renewing the contract next time around? "About 100 percent," he says.

About Toshiba America Business Solutions

Toshiba America Business Solutions, Inc. (TABS), manages product planning, marketing, sales, service support and distribution of copiers, facsimiles, multifunction printing products, network controllers and toner products throughout the United States, Latin America and the Caribbean. Headquartered in Irvine, California, TABS comprises four divisions: the Electronic Imaging Division, Toner Products Division, Document Solutions Engineering Division and TOPAC, a subsidiary which operates a network of office equipment dealers.

Named the most favored manufacturer in six of the past seven years by the Business Technology Association (BTA), Toshiba's entire product line, customer support and marketing distribution policies are a marker for the industry. Among the many other awards garnered in recent years, Toshiba was named the "Copier Manufacturer of the Year" by the Marketing Research Consultants (MRC) in 1997, 1998 and 2001 and received the CIO Web Business award for its leading edge intranet site in 1998, 1999 and 2000.

TABS is an independent operating company of Toshiba Corp., the fifth largest electronics/electrical equipment company and the world's 44th largest company in terms of sales. Toshiba Corporation is a world leader in high technology products with more than 300 major subsidiaries and affiliates worldwide. Fiscal year revenue in 2000 was approximately \$54 billion.

For more information on Toshiba copier, facsimile and printer products, or for a local dealer, call 1-800-GO-TOSHIBA or visit the TABS Web site at either www.copier.toshiba.com or www.fax.toshiba.com.

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