

case studies

Karl Flammer Ford goes electronic with help from Copy Concepts, Toshiba and Questys

problem

An automotive dealership 38 years in the business finds itself swamped in paperwork. Storing off-site means delays in retrieving records, while building storage space on-site will only prolong the problem.

solution

Questys is loaded onto a server to create a scan-to-file system. Files are scanned daily, put through an optical character reader overnight and indexed the next day, for instant retrieval.

In brief: *The realities of the automotive business demand that customers' records be on-hand every day—a proposition seemingly insurmountable given that vast amounts of paperwork are generated every day by sales, service, collision repair, accounting and parts sales. Toshiba's partnership with Questys, however, offers a logical solution, as demonstrated by this Ford dealership in Florida.*

Thirty-eight years selling cars can produce enough paperwork to fill a warehouse, which was the dilemma facing **Karl Flammer Ford**, a medium-size car and truck dealership in Spring Hill, Florida.

Reams of paper are added to their files daily. The sales department generates purchase or lease agreements with each sale, plus accompanying financial documents. The service department completes approximately 100 repairs each day, creating six to eight pages of documentation per repair. Car under warranty? There's paperwork for that, too. Add to that the paperwork generated by Flammer's body shop, accounting office and parts department—and you can just imagine the forest of filing cabinets growing.

The problem

With so much paperwork generated every day for nearly four decades, Flammer was out of physical storage space. But they had options.

They could rent outside storage space—but they needed access to their records daily as customers brought their vehicles in for service.

They could build storage space onto their existing site—but the files would continue to grow and in the end, it would only prolong the problem.

The solution

The solution was to go electronic. Flammer Ford's IT Manager contacted **Copy Concepts Inc.**, of Saint Petersburg, Florida, which handles the dealership's copiers, fax machines and scanners. Copy Concepts recommended a Toshiba system to scan and store the records electronically.

Coordinating with Toshiba's Solutions Group, Flammer added Questys software to the dealership's server.

They hired a full time clerk to do the scanning, approximately 200 R.O.'s per day (daily repair orders plus files from before the system was in place). The files are put through an optical character reader (OCR) each night and indexed the next day with no disruption to the scanning. Finally, the files are stored on a read-only back-up disc. When the disc is full, it is labeled and stored in a fire-proof safe—an important step since the scanned images on these write-only discs have become “originals.”

With the system up and running, records can be pulled up anywhere and at anytime on Flammer Ford's in-house computer network—making life easier for everyone at the dealership, and enabling a quick response for customers, too.

solutions

Flammer Ford

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.

TOSHIBA

Don't copy. Lead.

Corporate Office

2 Musick
Irvine, California 92618-1631

East Coast

959 Route 46 East, 5th Floor
Parsippany, New Jersey 07054
Tel: 973/316-2700 Fax: 973/263-2393

Midwest

8770 W. Bryn Mawr Ave., Suite 700
Chicago, Illinois 60631
Tel: 773/380-6000 Fax: 773/380-8077

South

4855 Peachtree Industrial Blvd., Suite 210
Norcross, Georgia 30092-3024
Tel: 770/209-8540 Fax: 770/209-8556

West Coast

142 Technology, Suite 150
Irvine, California 92618
Tel: 949/462-6262 Fax: 949/462-2700

Web Site

www.copiers.toshiba.com
or www.fax.toshiba.com