

## case studies

# Toshiba Business Solutions-Colorado uses pressure-seal process to create cost-saving printing processes for ACS

## problem

ACS prints social services statements and collection coupons, then uses an outside mailing house to barcode and stuff the coupons, together with a reply envelope, into a second envelope—all at great cost to the company.

## solution

Toshiba Business Solutions-Colorado creates a solution using FormScape, Toshiba e-STUDIO units and a pressure seal machine—which eliminates the cost of envelopes as well as outsourced barcoding costs, for significant savings.

**In brief:** *A simple request for updated copiers leads to a meeting between Toshiba Business Solutions-Colorado and the business analyst of ACS, who is aggressively seeking ways to reduce costs. The account representative from TBS-CO proposes a FormScape installation to complement the new Toshiba digital equipment, as well as a partnership with an outside company—all of which results in cost savings for ACS and a new line of business for TBS-CO.*

“We just need to replace a couple of copiers.” Or so the request seemed to indicate when **Toshiba Business Solutions-Colorado (TBS-CO)** received a call from **ACS**, formerly a division of Lockheed Martin. ACS prints and distributes social services statements and collection coupons for the state of Colorado. But when the sales representative from TBS-CO met with his client at ACS, he made the most of the opportunity by presenting a brief overview of services.

## The situation

One week after that initial meeting, the business analyst from ACS called with a small, very specific request. She wanted help cancelling the company’s lease agreement with Pitney Bowes and to replace the unit with a new Toshiba copier. TBS-CO easily complied with the request and installed a new Toshiba 5570 digital copier.

The business analyst found that the new copier saved the company money—a concept that aligned perfectly with the corporate philosophy of ACS. So she contacted TBS-CO once again, and asked, “What else can you do for us?”

TBS-CO presented Toshiba’s new line of digital equipment, and gave them information on Questys and FormScape, as well as all the services and support they had to offer. ACS’s business analyst responded by sharing detailed costs analysis on many aspects of the company’s operations, then asking the sales rep to help her come up with new ways to save money.

Given that cost savings was the ultimate goal, the TBS-CO sales rep immediately focused on costs associated with document printing and handling. One obvious area involved the direct deposit notices and coupons that ACS created on pre-printed forms. ACS worked with a mailing house to barcode the documents for tracking purposes; the mailing house then stuffed the document along with a business-reply envelope into the mailing envelope.

## The solution

TBS-CO’s revised process for printing these documents got the relationship off to a great start. First, FormScape was installed so that ACS could do away with pre-printed forms. And since one of the functions of FormScape is barcoding, ACS could do its own document tracking, too,

instead of paying its mailing house to do it for them.

Second, TBS-CO installed two e-STUDIO80 units with SC-2 controllers to handle the printing.

And finally, TBS-CO partnered with an outside supplier to provide pressure-seal paper and pressure-seal machines. The forms were redesigned to print on legal-size paper; using the pressure-seal process, the lower part of the paper formed a reply envelope, while the middle was the form itself. The paper then folded to become a self-mailing envelope, which the recipient would open by bursting the top and sides.

This new design did away with the mailing envelope as well as the business reply envelope sealed inside—immediately realizing a savings of \$78,000.

With savings such as this, ACS isn't done with TBS-CO yet. The ACS business analyst has continued to share her information with the sales rep, who is currently investigating new ways to streamline processes for more cost savings.

In addition, ACS is seeking to duplicate the Colorado solution in other locations throughout the country; and each new location will also be open to any other cost-saving solutions that TBS-CO can custom-design for them, too.

## 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](http://www.copier.toshiba.com) or [www.fax.toshiba.com](http://www.fax.toshiba.com).

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