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Retail

With consumer spending down, price pressures remain intense. Changing demographics present risks and opportunities and savvy consumers are presenting their own share of challenges not seen before in the retail marketplace. The need to provide targeted, accessible information quickly in order to make the most informed decisions is critical to retailers. Systemware's solution provides technology that helps retailers:

- Improve customer service
- Manage inventory
- Improve vendor communication
- Increase overall profitability

Systemware, Inc.

Dallas Parkway #1100, Addison, TX 75001
1-800-535-8681 | www.systemware.com

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Office Depot

Customer Case Study

Situation

Office Depot, Inc., founded in 1986, is the world's largest seller of office products and an industry leader in every distribution channel, including stores, direct mail, contract delivery, the Internet and business-to-business electronic commerce. With more than 1,100 stores in 13 countries (more than 800 of the stores are located in Canada and U.S.), Office Depot offers more than 7,000 different items for sale. In addition to consumer sales, its Business Services Group supports many businesses with office supply solutions. This national business-to-business delivery network includes more than 1,200 trucks and 1,400 account managers, with more than 60 local sales offices. Office Depot features eight regional call centers and a corporate contract Internet site, which provides support for their customers.

'Fanatical Customer Service' and 'Excellence in Execution' are two corporate values that have helped Office Depot reach and maintain its industry leadership. Providing easy access to sales and inventory information helps stores and corporate offices maintain the right quantities of merchandise their customers might need at any given time. Office Depot understands that an information technology infrastructure can provide the competitive edge needed to remain an industry leader.

Business Challenge

Easy access to necessary information is critical for Office Depot to efficiently run their business. Sales, inventory and report information was dispersed throughout multiple systems in the organization which caused employees to go through an arduous process to access the information necessary to carry out business tasks in a timely manner. More than 7,000 end-users needed access to these systems requiring them to be familiar with several different user interfaces. Often this material was only available in printed form. The company's consistent use of reprinted reports, statements and invoices led to high

printing costs. Office Depot knew that in order to remain competitive, they would need to speed up their processes and expand the availability of reports through online access.

In addition, Office Depot wanted to improve their report management process in the individual stores by making store reports available through an enterprise portal. They wanted to communicate corporate news and other internal information to all facilities in order to provide its employees with efficient access to administrative information, market trends and critical competitive data. Office Depot also needed a better solution to view archived documents. For example, archived files were difficult to access due to the inconvenience and time consuming characteristics of microfiche. Office Depot was looking for an alternative to their current archival system, hoping to eliminate this expensive medium that was inefficient, taking hours to physically locate reports.

Solution

Office Depot developed an Enterprise Portal that consolidates access to company news and operational data from various systems needed by stores and corporate user groups. This Enterprise Portal also speeds up the process for employees handling inventory and sales information allowing them to increase their productivity. They needed a solution that could integrate content into this new enterprise portal. Systemware integrated access from its content management solution used by Office Depot into the corporate portal. As users extract information from the portal, it is archived in Systemware's Content Server repository. This integration includes working with the LDAP security structure so internal users are provided with a 'single security sign-on' that gives them access to data pertaining only to their area of responsibility. Office Depot users

can log on to the desktop and see a common user interface suitable for both occasional and expert users. The powerful data mining capabilities that are provided by Systemware are now available to all users from the corporate portal. Now, users can view, download and print to their local printer any document housed in the data repository. With Systemware's solution, Office Depot can now email all reports to vendors, reducing printing and mailing costs. One central location to access reports enables Office Depot to retrieve and print documents quickly and conveniently. Since Office Depot now has easier access and online viewing capabilities, calls to their help desk have been significantly reduced.

Results

The Web-based single point of access aggregates Office Depot's operational information, ultimately reducing information overload, accelerating productivity and quickly isolating the information needed to make informed decisions. Expanded viewing and reprint capabilities at all locations have also increased operational efficiency and effectiveness. Office Depot reduced the number of printed store reports by almost 50 percent and corporate printing by more than 75 percent. After successful training on their newly implemented solution, the company was able to reallocate staff members from the Distribution center to departments requiring more attention. This allows Office Depot to avoid the costs of paper and printing and the salary of those employees. By eliminating more than 7,500 calls, Office Depot has saved more than \$71,000, annually. Office Depot has realized media savings of more than \$1.1 million by eliminating microfiche. As a result of Systemware's content management solution, Office Depot has leveraged technology to improve its bottom line. Their savings to date is more than \$1.2 million and continues to rise.

For more than 25 years, Systemware has provided enterprise content management (ECM) solutions to some of the largest companies in the U.S. — across multiple platforms — in deployments managing petabytes of data and billions of documents. Designed for high performance, Systemware securely captures, indexes, stores, and distributes information, regardless of native application. Founded in 1981, Systemware is a privately-held corporation headquartered in Dallas, Texas, with branch offices throughout the U.S.



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