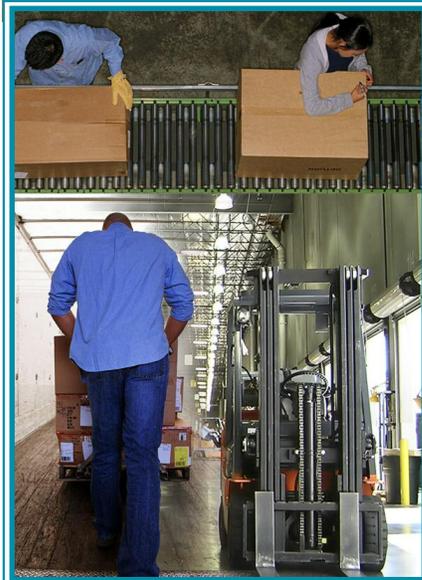


Transportation Case Study



BUSINESS SEGMENT

Transportation

PRODUCT

Direct Thermal Label Printer

CHALLENGE

Eliminate need to purchase hardware to support new applications

Reduce the number of printer SKUs by providing one solution that can support multiple applications

Better manage multiple part numbers

SOLUTION

Customize printer with add-ons to allow for future updates

Configure one base printer model to meet printing requirements

Achieve enhanced value with reduced SKUs



Direct Thermal Label Printer

Case Study

CUSTOMER BACKGROUND

The world's largest package delivery company and leading global provider of specialized transportation and logistics services operates thousands of facilities worldwide. The organization is an OKI customer, using color, mono, SIDM and multifunction printers in its corporate offices and warehouse locations to help manage the flow of goods and information. The customer relies on OKI to meet its high-volume printing demands and also to continually assess and identify opportunities to make product-transition recommendations within its print environment.

BUSINESS SEGMENT Transportation

THE CHALLENGE

The company had been utilizing a variety of thermal label printers from Zebra and other competing manufacturers for 20 years before determining that it wanted to combine the functionality of both the higher- and lower-end models into one device. By combining its thermal label printing needs into one device, the company was also able to reduce the number of SKUs and part numbers, allowing it to streamline processes and reduce costs. Furthermore, the prior products lacked scalability and flexibility, forcing the customer to purchase a new upgraded printer model when it implemented a new printing application. The customer wished to eliminate such inconveniences and costs and sought the ability to update printers as applications evolved.

THE SOLUTION

After working collaboratively with the customer to identify its challenges and unique needs, OKI designed an enterprise direct thermal label printer's firmware to meet this top global parcel provider's specific printing requirements for high-speed data transmission, scalability and cost efficiency. The unique flexibility and convenience of the OKI label printer offer the ability to add options and features, eliminating the need to purchase new hardware to meet the changing requirements of the customer's diverse business environment and application demands. The customer was able to utilize the direct thermal label printer for its unique printing applications, including the production of sorting and shipping labels, important processes for the both internal and external customer environments.

OKI further demonstrated the increased functionality of the direct thermal label printer when engineers configured one base model to meet the dual functionality that could only be achieved with two models from the competition. With one printer SKU, the customer experienced better value and overall cost savings by doing more with less. The company saved both space and money with a device that could handle high-end work at a low-end price.

The customer was exceedingly pleased with the results following the implementation of OKI's devices and soon realized the need to expand the reach of the direct thermal label printer to its international business. The company decided to place OKI printers in its European locations, as well as in its Latin America and Asia Pacific regions.

In order to maintain the functionality of each label printer, OKI began to visit the customer's individual locations every 90 days, ensuring that all parts and spare parts were adequately monitored and providing additional support whenever needed. If an issue arose, OKI staff identified the source of the problem and resolved it immediately. Each of the company's employees received on-site product training from OKI, minimizing the amount of customer service calls by equipping employees with the knowledge and expertise needed to effectively manage the company's printing processes.

CONCLUSION

By configuring the direct thermal label printer to meet the customer's label printing requirements, OKI demonstrated its hands-on ability to customize a printing solution that delivers an ideal balance of throughput, functionality and cost. The customer is pleased that a single printer model can be updated to meet more advanced applications, helping reduce the number of SKUs and parts to manage and leading to better value and overall savings.

The customer currently uses approximately 3,000 units in the field at more than 1,500 locations worldwide and finds this device fits seamlessly in various work environments. The package delivery company not only trusts the printer to meet all internal label printing needs, but also has deployed units to its own high-end customers' locations, enabling them to also benefit from more efficient printing operations. High-volume customers are able to print their own labels in-house to help streamline the process of shipping and labeling. As the customer's printing needs continue to expand and evolve, so too does OKI's commitment to providing versatile and reliable devices and unmatched customer support.

The OKI logo is displayed in a bold, red, sans-serif font. The letters 'O', 'K', and 'I' are all in the same weight and style, with a registered trademark symbol (®) to the upper right of the 'I'.