

# Ricoh's forms overlay print solution

Ricoh's solution is a suite of easy to use Windows® based software that makes variable data printing (VDP) jobs faster, easier and cost-effective. Users can take unformatted data output from any host system, and output it in a professional customer specific format, on to plain paper using Ricoh laser printers and multifunctional devices.

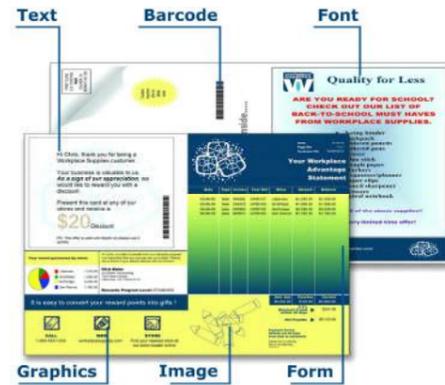
With more and more companies only accepting electronic invoices; Ricoh's solution can give you the flexibility to easily automate the process (i.e. print invoices for customer X, email them to customer Y, and electronically archive all).

## Features

- Fully automates and streamlines transactional workflows to enhance quality and simplify document creation, routing and management
- Use intelligent design tools to customise documents according to the data the document contains; perfect for everything from purchase orders to product catalogues
- Easily integrate data into forms from virtually any source or host – in almost any format – to automatically populate documents
- Select your data source from the host system and output it to a Ricoh laser printer/multifunctional device.

## Benefits

- Eliminate the expense, storage and handling of pre-printed stationery
- Eliminates incompatibilities between your business' legacy systems, now and in the future
- Reduce or eliminate dependence on inefficient line printers
- Extend standardisation across all your documentation, to reinforce your corporate branding
- Produce great looking output from easy to use software
- Supports a wide range of platforms including; AS/400, VMS, MS DOS, IBM DOS, SAP, all current Windows environments, Linux, Solaris, HP-UX, AIX, True64 and developer sources.



# RICOH

effective business solutions

# Case Study

DéLonghi



CONSULT



INNOVATE



SUPPORT



SUSTAIN



GLOBAL



## Project Summary

- Client:** DéLonghi New Zealand and Australia
- Location:** Auckland
- Sector:** Import/wholesale
- Requirements:** Automate the creation and despatch of invoices and statements, according to differing requirements of various trade customers.
- Solution:** Forms overlay print solution software, together with Ricoh multifunctional devices.

# RICOH

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# DéLonghi delivers efficient service

Find out how this household name became more efficient by automating their transactional documents.

## Background

Ideas and innovation, research and development, brand strength and international distribution have made DéLonghi a continuously expanding leader in each of their business sectors.

## Challenges

DéLonghi's trade customers have varying requirements for invoices and statements. This led to many manual and inefficient processes for DéLonghi staff.

DéLonghi were printing statements and invoices directly from their Enterprise Resource Management (ERP) system on slow, noisy dot-matrix printers using continuous feed, pre-printed forms; a process that would take a day or more to complete.

Furthermore:

- Some trade customers will only accept statements in electronic form; others require paper.
- Because DéLonghi often make home deliveries on behalf of their trade customers, they needed to ensure the invoices accompanying the goods had the trade pricing omitted. This was reliant on the call centre staff remembering to enter a particular document code at the time of entering the order.



John Walker, IT Consultant, DéLonghi.

John Walker, IT Consultant at DéLonghi, wanted a timely delivered solution that automated and streamlined their processes as well as saving operational costs.

## Solution

Ricoh's Account Manager and Solution Specialist for DéLonghi worked closely with John and his team to configure a solution that met all of DéLonghi's requirements. Ricoh's 'forms overlay print solution' takes the unformatted data stream from DéLonghi's ERP system and customises the data, look and output format of each document automatically. The solution has the logic built in to it; the user just selects 'Print' and the software determines which statements need to be printed, which need to be emailed and which invoices require the trade pricing to be omitted.

"The solution Ricoh came up with was very cost effective and is working really well for us."

John Walker, IT Consultant, DéLonghi.

## Benefits

Ricoh's solution has delivered significant benefits, including:

### Efficiency

- As Jacques Beukman, Systems Administrator says "It frees up that accounts person, who was checking statements all day long. That's time that can be used getting money in, not just checking on paper work."
- As Stefano Fulgoni, Credit Manager says, "We are saving close to a day of someone's time per month, and using 50% less paper now with Ricoh's solution for printing our statements."
- Staff now don't have to key in a document code to specify whether an invoice is to have trade pricing omitted. Nor do they have to reproduce the document if the incorrect document code was selected the first time.
- Goods return notices are now converted to electronic fax and automatically sent out to customers, saving time and paper.

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Stefano Fulgoni, Credit Manager, DéLonghi.



Stefano Fulgoni, Credit Manager, DéLonghi.

## Customer Service

- As the solution has automated the requirements of each customer, DéLonghi can now guarantee each customer's documents will be delivered in their required format and with the right data included.

## Cost

- Printing directly from the ERP system meant that all statements had to be printed. Now, statements which are sent electronically are automatically excluded from printing, thus saving paper.
- Statements can now be printed on plain A4 paper, eliminating the expense and issues of ordering and storing pre-printed forms.
- In addition, more data can now be fitted neatly on each statement page, further adding to paper reduction.

## Quality

- The quality of invoices and statements has been greatly enhanced, now that they are all digitally printed on a modern Ricoh multifunctional device\*, using the forms overlay print solution.

## Future Proofing

- The forms overlay print solution provides the flexibility to change documents on demand. It also includes the ability to add marketing messages.
- As John Walker says "Ricoh's solution gives us peace of mind as we can now look at new computer systems without worrying about compatibility."

"The beauty of the Ricoh solution is that now, all our transactional processes and documents are fully automated and streamlined."

John Walker

## Why Ricoh

DéLonghi needed a solution as soon as possible; Ricoh were able to deliver in the expected timeframe. "Ricoh's Account Manager and Solution Specialist came across really willing and easy to deal with. They had a great 'can do' attitude," explains John.

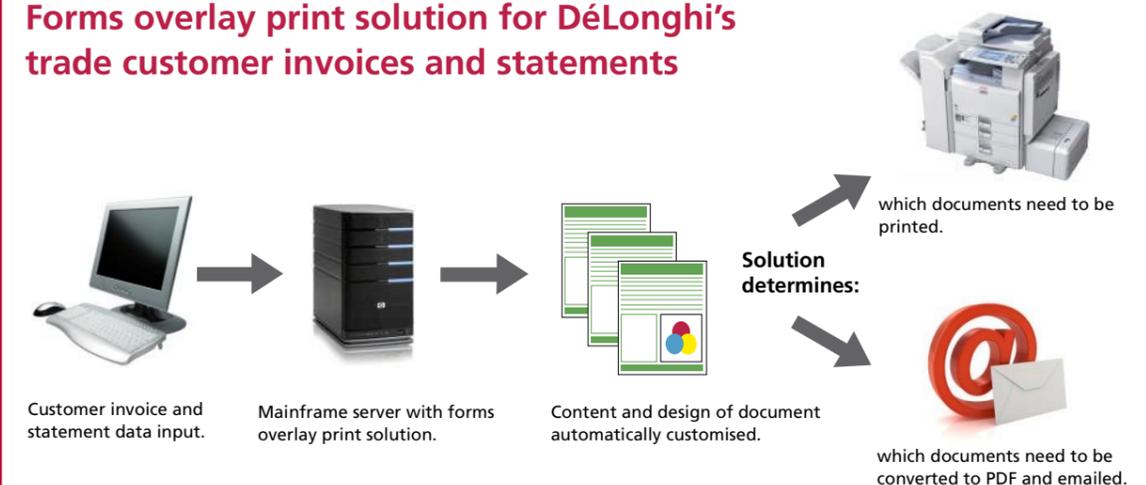
Ricoh also provided full training to staff, enabling them to make changes as, and when required. Implementation was carried out in such a way as to seamlessly merge with DéLonghi's live environment.

"The Ricoh copier has become more than a copier, it's become an intelligent part of the business. The possibilities are endless."

John Walker

To discuss your requirements with a Ricoh consultant, contact us on 0800 2RICOH (0800 274264).

## Forms overlay print solution for DéLonghi's trade customer invoices and statements



\*Multifunctional device (MFD): A single machine that, depending on options selected, acts as your copier, printer, scanner and fax.