

RICOH DOT ENTERPRISE

CASE STUDY:

FOODSTUFFS

NEW ZEALAND



About Foodstuffs:

From small beginnings in 1925, the Foodstuffs organisation has grown to become the country's biggest grocery distributor and one of New Zealand's largest businesses.

Despite its phenomenal growth, Foodstuffs remains 100% New Zealand owned and operated with all profits and taxes remaining in New Zealand.



The Foodstuffs group of companies includes New World, Pak 'n Save, Four Square and Pam's and is a joint owner of the Fly Buys rewards program.

The Problem:

Originally a Xerox DocuTech customer Foodstuffs migrated to DOT Enterprise and the Ricoh 2090 in early 2003. DOT Enterprise allowed Foodstuffs to merge variable data from their AS400 host onto electronic forms for laser printing in real-time and at a fraction of the cost of outsourcing.

Foodstuffs quickly developed many applications including shelf labels, shop signs and management reports. They would then ship the applications to the 75 stores each Thursday so that they would be in-store by Monday.

The Opportunity:

While Foodstuffs enjoyed the benefits of in-house centralised laser printing they still had to face delays and costs associated with delivering the output to the stores.

This is where Ricoh Software Solution Product Spe-

cialist David Dewes comes in. Mr. Dewes could see the natural benefits of taking the DOT Enterprise solution one step further by printing the retail applications in-store instead of centrally.

As a result Foodstuffs have **purchased 150 AP610 laser printers** with additional input trays (for a total of 3 trays). That is two printers in each of their 75 stores.

The good news is that DOT Enterprise makes the process of decentralizing their printing very straightforward and natural.

In one move Foodstuffs have eliminated their logistics costs and improved the time to market. What is more, store managers are now able to re-print labels as required in real-time.

"The true benefit of having a document production system that allowed Ricoh and its customers to distribute printing to the point-of-need" said Mr. Dewes "is that it has saved our customer a great deal of money and allows them to compete more vigorously in their local markets. DOT Enterprise has proven to be a reliable product over the years and continues to add value to our great product range."

DOT Enterprise has allowed Ricoh New Zealand to grow Foodstuffs from a centralized 2090 to 150 Ricoh AP610 laser printers in 75 stores across New Zealand.

Ricoh continues to lead the way and set the benchmark for customer solutions.

Printer Sale:	150 AP10 laser printers with additional paper trays
Software Sale:	DOT Enterprise Output Manager and Composer site license
Application:	AS400 host printing shelf labels etc. in 75 stores