“Through partnership with Fuji Xerox, we are able to reduce non-core work activities such as managing output devices. As next step, we would like to leverage freed-up resources to focus on other business challenges.”

Yasuo Takeda
General Manager
Information Systems Dept
MEGMILK SNOW BRAND Co., Ltd.

Objectives
- Improving company-wide governance and work environment
- Integrating output infrastructure management and visualizing business processes
- Standardizing business processes and leveraging freed-up resources to focus more on core business
- Optimizing document management process and infrastructure and rationalizing asset management

Solutions
- Optimized output devices and processes through outsourcing service
- Single point of contact for user support by exclusive Help desk
- Tracking and reporting of print usage by department and by employee
- Follow you print with IC card system to ensure secured print and to prevent print waste
- Implementation of company-wide print rules and new system to fulfill print rules

Results
- Improved Company wide governance by integrating output infrastructure
- Reduced Total Cost of Ownership by 29% through output environment optimization
- Reduced CO2 by 27% in the office print area
- Increased security by preventing unattended printing
- Environmental changes such as the elimination and consolidation of departments were flexibly supported
- Increased user awareness of print rules and the print saving policy
- Free up resources to focus on core business
“Fuji Xerox provided a comprehensive current state assessment and proposed outsourcing service. We were convinced that Fuji Xerox would help us improve our business efficiency with its outsourcing service”

Yasuo Takeda
General Manager
Information Systems Dept

Overlapping business processes and redundancy because of merger

Megmilk Snow Brand Co., Ltd. is a major dairy products manufacturer in Japan that delivers many dairy products such as milk and milk beverages.

Severe price competition brought by consumers’ demand for cheaper prices and rising cost of raw materials are requiring further effort of companies in the dairy industry.

Under such a challenging business environment, Megmilk Snow Brand was established by merger of Nippon Milk Community Co., Ltd. and Snow Brand Milk Products Co., Ltd. in April 2011 to win the competition and achieve further business growth.

A lot of synergy-effects were created through this merger, but challenges such as overlapping business processes and redundancies had become apparent.

Among various kind of challenges, Megmilk Snow Brand paid attention to IT and office devices environment.

There were variations in business processes related to IT and office devices and there was little understanding about optimal number of devices and TCO*.

Considering these circumstances, Megmilk Snow Brand had decided to eliminate overlapping work and waste and strengthen governance by integrating the output environments, streamlining business processes.

Fuji Xerox is selected as partner based on quantitative-backed research of the proposal

Megmilk Snow Brand selected Fuji Xerox as its partner.

Mr. Takeda, General Manager of information systems department, said, “Fuji Xerox showed specific numerical values concerning our present state of operations that we had not realized ourselves. They proposed the best measures to resolve our Challenges. We had also examined proposals from other companies, but we selected Fuji Xerox due to their know-how and achievements in addition to the contents of their proposal.”

Actually, Megmilk Snow Brand had conducted their own improvement activities relating to output devices in the past. However, the results were limited to optimization of a certain department.

“Fuji Xerox provided a comprehensive current state assessment and helped us optimize our output environment. Fuji Xerox helped us improve our business efficiency”

With outsourcing service, shifting resources to core business

Fuji Xerox started research and analysis of the output environments of 57 locations in Japan, formulated print rules, created layout design of output devices, and then examined integration and optimization of company-wide output environments.

By outsourcing the management and operations of the output environment to Fuji Xerox, the incidental work of administrators was reduced and Megmilk Snow Brand was able to shift resources to core business.

In terms of the quantitative effectiveness in the office print area, the TCO was reduced by 29% and the CO2 was reduced by 27%. In addition, Megmilk Snow Brand was also able to gain results such as security enhancement by preventing unattended printing as well as flexible support to environment changes such as the elimination and consolidation of departments.

Next step is to implement print rules and system

As next step, Megmilk Snow Brand is strengthening their print governance by continuously checking the prints executed by users and systematically controlling wasteful output caused by execution mistakes.

Megmilk Snow Brand, who has a high concern for environment, was conducting initiatives to reduce print output from the past. However, the initiatives focused on educational activities for users and did not produce sufficient results.

Accordingly, print rules is now formulated and a system can check whether a print executed by users is in accordance with the rules. When there is a contradiction, notifications are shown on user’s PC screens. Furthermore, a system assists to reduce the number of print output by displaying easy-to-understand procedures to make 2-sided printing on user’s PC screen.

Notification displays on PC screens will be also effective in innovating work styles by aiming toward a work-life balance, and further efforts is underway.

Expecting proposals related to work style innovation as a partner to strengthen competitiveness

In closing, Mr. Takeda shared his thoughts regarding the realization of an integrated output environment by company-wide initiatives. “Through partnership with Fuji Xerox, we are able to reduce non-core work activities such as managing output devices. As next step, we would like to leverage freed-up resources to focus on other business challenges.”

“We are also expecting proposals from Fuji Xerox that lead to work style innovations in addition to print governance and the utilization of IT.”