

Open Text cuts costs, gains efficiency with HP CM8060 Color MFP



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- Terry Weirick, Director of Release Engineering and Fulfillment, Open Text Corporation

OPEN TEXT

The Content Experts™

Objective:

Open Text needed to adopt a more professional packaging strategy while gaining flexibility at a reasonable price point

Approach:

Lease HP CM8060 Color MFP with Edgeline Technology

Business benefits:

- Cut packaging costs by nearly 90%
- Third party printing brought in house
- Increase in production flexibility and efficiency

Cannon IV Customer Story:

Open Text Corporation moves expensive outsourced printing in house, and cuts costs with the HP Color CM8060 mfp with Edgeline Technology

Industry:

Enterprise Content Management (ECM) Software Solutions



Headquartered in Waterloo, Ontario, Canada, Open Text Corporation is an enterprise software company and leader in Enterprise Content Management (ECM). Founded in 1991, Open Text has grown to have office locations around the globe and customers in 114 countries.

Open Text helps organizations manage and gain the true value of their business content. Open Text has two decades of expertise supporting 46,000 customers and millions of users. Working with their customers and partners, they bring together leading Content Experts™ to help organizations capture and preserve corporate memory, increase brand equity, automate processes, mitigate risk, manage compliance and improve competitiveness.

Approximately 40 unique software titles exist in Open Text's product offering. The Columbus branch has been responsible for the entire distribution process of these products from creation to shipment. This includes disc writing, package creation and assembly, shipping, and inventory management – a tremendous undertaking for a department of only 16 employees.



Challenge

For years, Open Text software was being packaged in 9"x12" folders and shrink-wrapped for shipment. Oftentimes these folders would curl up and make it difficult to achieve uniform packaging – not to mention the inventory space the bulky folders occupied. Open Text also needed a design that was durable enough to withstand international shipping and flexible enough for last minute changes. They also wanted to adopt a more professional look to their materials, while still keeping a low per unit price point.

In 2006, with the acquisition of another ECM company, Hummingbird, Open Text adopted a new packaging strategy. Each software piece is now packaged in a DVD case with a paper slip cover. However, until recently, Open Text was utilizing multiple third party vendors and various other methods to put their packaging together. Open Text would wait for weeks at a time for their orders to arrive.

"There was no room for mistakes," says Terry Weirick, Director of Release Engineering and Fulfillment at Open Text, "If we updated the software or needed to make changes, we'd have to restart the order process. We had to order 500 pieces at a time just to get a reasonable price point." Ordering in large quantities caused inventory levels to soar, and Open Text was carrying over unnecessary inventory expenses from quarter to quarter.

Solution

In the spring of 2008, Open Text began searching for a vendor to help them overcome the challenges they were facing. In May, Open Text was introduced to Cannon IV, Inc., a Hewlett-Packard Elite Business Partner. "Our local Cannon IV representatives, Scott Moore and Andrew Barker, came onsite and assessed what our needs were. When they showed us how they could help, we started the process of putting a solution in place," said Weirick.

Cannon IV installed an HP CM8060 Color MFP with Edgeline Technology in the Columbus office. With best-in-class performance, the HP CM8060 utilizes HP Vivera ink technology to ensure high quality color, and prints at speeds up to 60 pages per minute. Its flexibility allows Open Text to print on a custom sized paper provided by Cannon IV, and make last minute changes on-demand. "The quality and consistency of the color has been excellent, and more importantly the reliability of the machine. Also, the paper size for the slip sheets isn't a standard sized paper that can be found just anywhere. Cannon IV went above and beyond to find a vendor to provide us with the right size at the right cost."

Open Text also signed a full service contract with Cannon IV for the HP CM8060. Local technicians are available to Open Text whenever a problem arises. "The service from Cannon IV has been A+ – no doubt."

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Results

With the help of Cannon IV and HP technology, Open Text is now able to run its entire current manufacturing and fulfillment operation in-house. Now, the time it takes to generate 500 pieces of packaging has been reduced from weeks to hours. “We’ve achieved all of the goals we had going into the process – lower costs and higher efficiencies,” states Weirick, “This solution has given Open Text the speed, flexibility, and quality we needed from a print device.”

Prior to Cannon IV, Open Text was keeping thousands of dollars worth of inventory on hand to meet customer needs and to manage the risk of running out of a particular software piece because of a delayed packaging order – today they only keep a few hundred dollars worth of completed inventory. The cost of one finished package of product from Open Text’s previous third party vendor was between \$17-22 – it’s now less than \$2. “Our change in packaging has allowed us to eliminate most of our up-front and carried inventory costs – it’s unbelievable. And now with the cost savings we’ve realized from the Cannon IV solution, we have the resources to focus on other initiatives. It’s reassuring to know we are in good hands.”

About Cannon IV

Cannon IV, Inc., founded in 1974, is the leading independent provider of managed print services, and technology, with more than 3500 customers nationwide. Cannon IV integrates best-in-class systems from leading manufacturers, such as Hewlett-Packard Company, Capella Technologies, Pharos Systems and MPI Technologies, to improve document workflow and increase efficiency. As an HP Office Printing Solution Elite, Graphics Elite Design and Public Sector Elite certified business partner, Cannon IV is dedicated to staying ahead of the ever-changing world of office technology. This has facilitated Cannon IV’s ability to provide innovative service programs and an ever-expanding line of printers, multifunction printers, and related equipment and software applications. Cannon IV is headquartered in Indianapolis, Indiana, with a regional office in Columbus, Ohio and operations in Texas.

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Customer solution at a glance

Primary Application

Software packaging

Cannon IV Services

Cannon IV full service contract

Primary Hardware

HP CM8060 Color MFP with Edgeline Technology

To learn more visit: www.cannon4.com



Elite Partner



Office Printing Solutions