

Case Study | Office Depot

“We’re delighted with the flexibility and ease-of-use of PrintBOS, and the fact that we can gradually integrate other software programs into the system. Lili Hela, VP Information systems Office Depot Israel

Since opening its first outlet in Israel over a decade ago, Office Depot has revolutionized office supply marketing in Israel. Today, Office Depot has 27 outlets throughout Israel, a call center for orders, and a warehouse, which directly supplies customers.

Office Depot in Israel is equipped with an AS400 network linked to Office Depot International.

Office Depot Israel is a very dynamic chain, with many products and continuously updated prices, special offers, and more. Its labels communicate valuable, diversified information to consumers.

The IT Department of Office Depot Israel was offered a label output system for free from US headquarters. The system was maintained in the US and required a PC interface, which, it turned out, caused considerable communication problems during download. The system proved to be incompatible with Office Depot Israel's needs, and it was decided to acquire a PrintBOS solution.

Office Depot Israel currently uses its PrintBOS solutions for the following applications:

Label printing, including graphic design and content designed at headquarters using PrintBOS and adapted to different products. Each branch is able to print the labels it needs just by inputting the name of the product and its number. The label is an attractive Point of Sale aid which incorporates text and visual information. The photos and illustrations, in a GIF format, are retrieved from Windows, based on information stored in the AS400 network.

Sales labels. The system outputs pages with identifying barcodes for the sales force. The barcodes are transmitted to the cash register with the purchase, enabling monitoring and compensation for the sales force based on performance. Office Depot uses PrintBOS's advantages to add value to other applications as well:

Output of procurement orders from an AS400 station near branch cash registers. The order is output with an attractive graphic design and includes all the messages the company wishes to convey to the customer: from the order's details through marketing messages.

Colorful HTML e-mail campaigns mailed directly to consumers based on a mailing list stored in PrintBOS.



»» business challenges

- Save on Point-Of- Sale advertising
- Need to constantly update labels and print them
- Keep unified information and look throughout all branches
- Allow branches to retrieve and use information from AS400 network
- Barcode printing for sales labels incentive system
- Manage e-mail campaigns to a database of customers

»» Achieved benefits

- Improved “What you need. What you need to know” graphical and visual brand expression
- Connectivity via Barcodes between AS400 online system and batch Point-of-Sale system
- Improved and flexible sales incentive system
- Improved operational flexibility and more independence to branches
- Productivity has raised thanks to unified output to different communication channels
- Human resources savings- any employee with just basic Office software skills can use PrintBOS
- More marketing tools - colorful HTML e-mail campaigns mailed directly to consumers based on a mailing list stored in PrintBOS