

OrangeTee Improves Office Productivity & Reduces Waste through Enterprise Print Services



“The idea of setting up a Centralised Print Centre was innovative and brilliant - a solution that no one else was confident of implementing but Fuji Xerox had a competent team with a strong track record in this area”

– Bill Leung
Director of IT
OrangeTee

Background

OrangeTee.com Pte Ltd (OrangeTee) ventured into the real estate brokering business modestly back in year 2000. The company soon made a sterling rise in just 10 years of operations to become a branded entity in its own right in the Singapore market as a result of leveraging on IT and the Internet.

The Challenge

The Council For Estate Agencies (CEA) was formed in year 2010, as a statutory board under the Ministry of National Development. One of its primary focus is to raise the professionalism of the real estate agency industry in Singapore. To foster a well-disciplined real estate agency profession, agencies and salespersons are now required to comply to a regulatory framework administered by CEA.

A ‘Practice Guidelines on Ethical Advertising’ was issued in relation to the advertisements put up by agencies and salespersons. This refers to all publications, flyers, pamphlets, etc. OrangeTee has to ensure that the marketing collateral produced by all of its salespersons comply with the regulations.

Salespersons are now required to clearly identify themselves in their marketing

collateral. It is also mandatory that the collateral contain accurate and current information.

In addition, marketing collateral that have been printed in huge volume and which required subsequent changes often resulted in substantial paper and money wastages. This is in stark contrast to the past where a single set of generic collateral can be printed in bulk and be utilised by all salespersons.

Hence, OrangeTee needed a solution that facilitates the customisation and occasional changes of marketing collateral without incurring wastages.

Furthermore, salespersons used to engage self-sourced external printing vendors for the printing of collateral and that resulted in inconsistent branding, low economies of scale and higher print costs.

The increase in number of salespersons and users over the years has also increased the demand for more convenient and efficient print processes.

As a strong adopter and leading player in technology, the OrangeTee IT team decided to partner with Fuji Xerox to overcome these challenges.

Enhancing enterprise-wide work efficiencies

Improving competitive advantage

The Solution

OrangeTee was keen to centralise all print requirements and provide a hassle-free print environment for its staff and salespersons.

After understanding OrangeTee's requirements, Fuji Xerox implemented Enterprise Print Services, an integrated end-to-end document management outsourcing service that would change the way OrangeTee handles their documents:

- Deployment of Color and Black & White (B&W) Multi-function Devices (MFDs) in selected levels of OrangeTee's offices
- Y-soft Terminal, which enables the tracking of individual device's and user's print volume
- Establishment of a Centralised Print Centre with Fuji Xerox 700 Digital Color Press (700DCP) Production System managed by DocuCare, a competent on-site Fuji Xerox staff who manages all devices and print-related duties for OrangeTee
- Centralised Print Centre enables low cost color printing of low to high volume marketing collateral such as business cards, brochures, flyers, labels and sales kit in a variety of finishings such as binds or plastic rings

The Results

With the establishment of the Centralised Print Centre, OrangeTee has seen a transformation in its production of collateral.

Salespersons no longer need to source for costly external vendors to perform print jobs as this can be done in-house and conveniently at OrangeTee's office.

This change has enabled OrangeTee to achieve one of its key objectives of recalling all salespersons' external printing and providing them a hassle-free, single point of contact for all print jobs.

All print jobs are approved by OrangeTee's marketing communications team before printing. Together with the highly productive 700DCP Production System in the print centre, all collateral can be printed efficiently and in compliance with CEA regulations.

The Print-on-Demand capability of the print centre also ensures that there will be little or no paper wastages as collateral are printed on demand using the most up-to-date artwork.

Salespersons can now focus on their core competence of helping their clients to fulfill their real estate needs, rather than on producing collateral as these are now managed by the Fuji Xerox DocuCare staff.

Another benefit is the cost-savings achieved through the lower in-house color printing charges.

Additionally, OrangeTee does not need to invest in additional manpower to take care of its document needs. The DocuCare staff is well-trained in device and inventory management, ensuring that all machines are up and running to maintain business continuity.

The Future

Moving forward, OrangeTee has plans for more innovative ideas on its pipeline. It aims to establish an innovative close-loop incentive system to reward its salespersons through the awarding of 'print credits'.

Case Study Snapshot

The Challenge

- Establishment of new statutory board requires compliance to stringent regulations
- Marketing collateral now require salesperson's information and up-to-date content
- Bulk printing led to high volume paper and monetary wastages
- Salespersons were doing print jobs through external vendors, incurring high costs and causing inconsistencies in collateral

The Solution

- Fuji Xerox Enterprise Print Services to manage a fleet of document devices, including maintenance and supplies
- Established a Centralised Print Centre, equipped with an efficient 700DCP Production System
- Implemented Y-soft Terminal on MFDs for tracking purposes
- Deployed a Fuji Xerox DocuCare staff to manage fleet and print centre

The Results

- Recalled and centralised all salespersons' printing needs in-house in a single location with lower costs per print
- Enabled printing of all collateral including business cards, flyers and sales kit in a variety of finishings
- Facilitated the customisation of marketing collateral to ensure compliance to new regulations
- Reduced paper wastages through Print-on-Demand
- Ensured business continuity with a competent Fuji Xerox DocuCare staff to manage all device and print-related matters

About Fuji Xerox Singapore. Established in 1965, Fuji Xerox Singapore is the country's leading provider of new class document solutions. We offer an unparalleled portfolio of document technologies, services, software, supplies and document-centric outsourcing. Supported by an unrivalled team of industry leading professionals, we are committed to help our customers achieve increased productivity and process efficiency gains through innovative document solutions, while meeting their sustainability objectives and reducing costs.

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