

ROI SHOWCASE

Salt River Project

PANASONIC CASE STUDY

Salt River Project

Headquarters: Phoenix, Ariz.

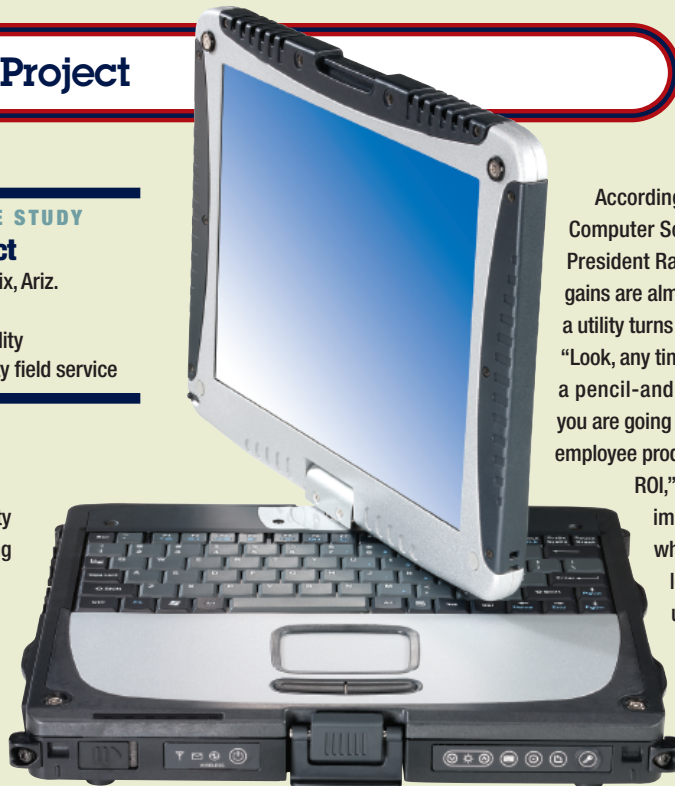
Line of Business:

Power and water utility

Vertical Market: Utility field service

Maximizing ROI

For Central Arizona power-and-water utility Salt River Project, living up to its long-held reputation as the lowest-priced electricity supplier in its region requires maximizing ROI from



both personnel and hardware.

Five years ago, SRP provided their electric system operations and maintenance field users with paper maps and microfilm cards, which were labor intensive and expensive to maintain. Today, field users have the ability to download electronic maps into Panasonic Toughbook laptops at

the beginning of each shift.

Updated nightly, these maps are near real-time images of the system as it is, not unwieldy paper or hard-to-read microfilm pictures of how it was 30 or 60 or 80 days earlier.

"The Toughbook deployments produced significant savings by enabling us to retire our paper and microfilm maps," says SRP principal engineer, Roger Baker. "The paper and microfilm maps were difficult to maintain and were often outdated by the time they reached the field users. The transition to electronic mapping improved our backoffice efficiency and increased the productivity of our field workers."

According to Panasonic Computer Solutions Company President Rance Poehler, ROI gains are almost inevitable when a utility turns from paper to pixels. "Look, any time you computerize a pencil-and-paper process you are going to get an increase in employee productivity and a better ROI," Poehler says. "The important question is whether that increase leads to a minor uptick on a financial summary or a major improvement.

"At Panasonic, we're not just hardware vendors, we are problem

solvers. We take an interest in our customers' overall business needs, not just those of their IT departments. We sit and talk and ask questions until we learn enough about that business to recommend a customized solution that gets the job done with peak efficiency while also maximizing the purchaser's investment in our products."

Noting the legendary durability of his company's ruggedized Toughbooks, Poehler cited Panasonic's industry-leading, in-service record and life cycle as additional ROI-enhancing features—a claim endorsed by SRP's Baker.

"We deployed another company's ruggedized notebooks to one of our field groups," Baker says. "It turned out they were nice boxes but we experienced hardware and support problems with them, and they were replaced with Toughbooks ... the reliability has been excellent."

Panasonic
Computer Solutions Company

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www.panasonic.com/toughbook