

# ROI SHOWCASE

## Heidelberg AG

### EFAX CASE STUDY

#### Heidelberg AG

**Headquarters:** Heidelberg, Germany

**Line of Business:** International printing services provider

#### Stopping the Presses

Heidelberg AG, the world's leading provider for the print industry, has 25,000 employees, spans 170 countries and serves 240,000 customers.

Heidelberg's success over the past decade has, however, created some customer relations challenges. Rapid growth increased contract volume from an average of 700 per year to more than 7,000. Heidelberg's obsolete paper-based system took from 30 to 90 days to complete even the simplest order. Heidelberg was perceived as being too big and cumbersome to respond to customer needs. They needed to streamline the order process to remain competitive.

Processing orders with Heidelberg was hampered by bureaucracy and involved forwarding up to 18 pages of information to various facilities. Local offices reviewed the packet and sent it to legal,

used equipment, operations and service departments. After approval, the package was returned to the originating office.

Local offices had to wait for each department to clear the order before scheduling a delivery date.

Knowing it had to make changes, Heidelberg looked to eFax. eFax delivers faxes as attachments that could be forwarded to other inboxes. Documents received using eFax took about 22 seconds at a cost of \$0.09 per sheet. That represented a savings of \$1.22 per fax and a total savings of \$1.30 per sales package per user.

Heidelberg decided to test these savings. They prepared and distributed a six-page document to 11 destinations using traditional fax machines and eFax. Traditional faxing took six minutes while eFax took 2.5 minutes. A larger, more

complicated document took 25 minutes while eFax took just 3.5 minutes.

Pleased with the time and cost savings, eFax was implemented across all 10 U.S. sales regions. Installation was complete within two months with almost immediate savings. Mailing costs were reduced by \$100,000; orders were completed and scheduled for delivery in less than 15 days (previously 90); copying and printing materials costs were reduced 75 percent; and electronic archiving of orders in a central database replaced volumes of paper.

eFax is now the primary system in the company's tax, parts, service and accounting departments. Orders are processed in hours rather than days and important information is stored and managed on computers.

The company is looking to implement eFax in all offices, both domestic and abroad, and Heidelberg has eliminated the perception that it is too cumbersome to react quickly to customer needs.



#### CONTACT INFORMATION:

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