

OKI Case Study

Industry: Healthcare | Solution: Printer Fleet Integration with Automation System | Location: Turkey



OKI Printers helps Selçuk Ecza Deposu – Turkey's health depot to improve printing efficiency



selçuk
ecza
deposu

The Challenge

As a country wide distributor of many lifesaving drugs, maximising delivery efficiency and ensuring on-time delivery is key for Selçuk Ecza Deposu. The customer was looking for a cost effective & convenient print infrastructure solution to print delivery notes and invoices for every box distributed. The average boxes distributed is 2,000 per distribution line with the yearly print volume estimated at around 60 Million pages.

About the Customer

Selçuk Ecza Deposu, a family firm started its operations on October 10th, 1958. With a very modest start of only one vehicle to distribute the drugs, using bicycles with baskets for delivery to nearby pharmacies, today it is the oldest and the most distinguished company in the wholesale pharmaceutical sector with 6500 employees and 103 stores across Turkey.



MILLION PAGES PRINT VOLUME ANNUALLY

Providing a four-hour on-site response all over 103 stores across a vast country like Turkey is a huge challenge by itself and we are running that extra mile to provide complete peace of mind to our customer, said Hamdi Yankovan, Manager Bürosarf.



The customer's IT Department was approached by a VAR who suggested a solution where-in, the monthly cost was around \$80,000 per station. "This was looking too expensive and far from the budget. We then approached, Bürosarf (OKI IT Partner) to provide a proper solution", said Mustafa Keles, Group IT Manager.

The Solution

OKI was no stranger to Selçuk Ecza Deposu as they were already using high performance & rugged OKI Dot Matrix printers for intensive back office printing (accounting, HR etc.) and OKI IT partner Bürosarf has been providing proactive support for the last 13 years.

For this new project OKI, Bürosarf & Selçuk Ecza Deposu worked together to prepare the blueprint that would integrate the automation system used in stores with OKI printers. Considering the sizable print volumes expected and the fact the printers installed need to run at top speeds, the OKI ES7131 was chosen. The customer, wanted a compact printer with a quick first time to print, which again was a huge plus for OKI. This resulted in the deployment of over 120 OKI printers.

The Benefits

The benefits include significant cost saving and reduced cost of personnel, as OKI printers are integrated into

the automation system used in the stores. The whole automation process has significantly reduced the time delays and the stores are using latest 21st century technologies. Moreover, this has helped the customer to slowly transition from Dot Matrix Printers to OKI High Definition LED Printers.

"Another important benefit from the project is having a tried and tested product in the form of OKI and a reliable supplier in form of Bürosarf." said Mustafa Keles, Group IT Manager.

"We are proud to have Selçuk Ecza Deposu as one of our major account customers and a big reference point in Turkey," said Hamdi Yankovan, Manager Bürosarf. "Providing a four-hour on-site response over 103 stores across the vast country like Turkey is a huge challenge by itself and we are running that extra mile to provide complete peace of mind to our customer" said Mr. Yankovan.

The Future

As the print volume needs increase, more printers will be deployed. Looking at the benefits that this project has achieved we will be more than happy to discuss any new solutions that OKI can provide that will reduce overall cost of printing and improve efficiency.

OKI's Smart Managed Print Services programme encompasses a range of tried and tested methods and tools to establish the current state of an organisation's print related costs and processes before OKI creates a professional bespoke proposal to suit individual customer specific requirements. Our sales and engineering staff work closely with our key partners to offer Managed Print Solutions with maximum customer value.
