

OKI Case Study

Industry: Retail | Product: OKI A4 Mono MFP | Location: South Africa

OKI BOOSTS PRINTING EFFICIENCY IN AFRICA'S LEADING TOY STORE CHAIN

The Challenge

To maximise the positive customer experiences in each of its retail stores, Toys R Us delegates daily tasks relating to the management of each store through printed documentation. Each store has its own printer and these devices are also used to print other essential information required by store staff in each Toys R Us branch.

Maintaining their position as the leading toy and children's clothing retailer in Southern Africa, Toys R Us requires reliable printing with print costs kept at a minimum across its expansive portfolio of stores. However, the retailer identified difficulties in managing ordering, maintenance and budgeting when it came to printing. Relying on standalone devices from two separate vendors, Toys R Us was dealing with a huge ink expenditure, meaning that print resources were also becoming difficult to manage.

The Solution

IT services provider and OKI partner First Technology presented Toys R Us with a cost per page proposal developed around OKI devices. While other IT service providers were also given the opportunity to tender for the nationwide contract, First Technology was able to meet the retailer's requirements for an affordable and scalable solution using OKI's A4 Mono Multifunction printer.

The new Mono MFP provided fast mono duplex printing with the added functionality of double sided copying, scanning and faxing. "The main objective



About Toys R Us

Toys R Us is a well-established international brand commonly referred to as the "World's Greatest Toy Store". In Southern Africa, the company boasts 53 physical stores, two of which are located in Namibia and Zambia. The company's key focus is providing customers across all age groups, from children to grandparents, with an exciting range of toy and clothing products while providing great in-store experiences complimented by unbeatable value.

“OKI’s A4 Mono Multifunction printer solution has been reliable and cost effective to Toys R Us and this has achieved a good return on investment.”

Melanie Bird, IT Manager, Toys R Us



was to have a managed solution with cost benefits – there was no need for stores to print in colour so the OKI solution met our needs,” says Melanie Bird, IT Manager, Toys R Us.

With Toys R Us satisfied that the recommended solution would meet its requirements, the cost per page solution was rolled out to all stores with OKI’s network managed printers implemented in each store. Up to two OKI devices were implemented in larger stores.

The Benefits

OKI’s toner solutions has reproduced an immense cost saving from the previous ink based system and the Monthly billing structure which is a huge advantage to our business –

we are now able to effectively manage stores printing costs and keep a close eye on expenditure. We have realised a total business saving of approximately R450k annually with OKI’s printing solution. The stores are more efficient with faster turnaround times for receiving stock with faster print times and scan to email facilities.

The Future

OKI’s devices have had positively impacted working practises across Toys R Us retail stores throughout Southern Africa. As a result, the retailer recognises the potential that OKI devices can bring in other areas of the business. “We are impressed with the OKI devices implemented as part of the First Technology solution,” says Bird. “We will certainly consider OKI for future projects as the products meet our business needs.”