

# Transportation Case Study



**BUSINESS SEGMENT**

Transportation

**PRODUCT**

**LE810DT** label printer

**CHALLENGE**

Eliminate need to purchase hardware to support new applications

Consolidate printer devices to a single SKU

Better manage multiple part numbers

**SOLUTION**

Customize printer with add-ons to allow for future updates

Configure one base printer model to meet printing requirements

Achieve enhanced value with reduced SKUs



**LE810DT**

# Case Study

## CUSTOMER BACKGROUND

The world's largest package delivery company and leading global provider of specialized transportation and logistics services operates thousands of facilities worldwide. The organization was an existing OKI Printing Solutions customer, using color, mono, SIDM and multifunction printers in its corporate office and warehouse locations to help manage the flow of goods and information. The customer relied on OKI Printing Solutions to meet its high-volume printing demands, and also to continually assess and identify opportunities in its print environment to make product-transition recommendations.

## BUSINESS SEGMENT

### Transportation

## THE CHALLENGE

The company had been utilizing a variety of thermal label printers from Zebra and other competitive manufacturers for 20 years. With the competitive products, the customer required both a higher- and lower-end model to achieve its label printing requirements, and therefore had to deal with the complexity that came with managing multiple SKUs and even more part numbers. The products lacked scalability and flexibility, forcing the customer to purchase a new, upgraded printer model altogether when it implemented a new printing application. The customer wished to eliminate the inconvenience and costs associated with purchasing additional hardware to support new applications and sought the ability to update current printers as applications evolved, as well as to consolidate printer use to a single device in order to better manage parts and reduce costs.

## THE SOLUTION

After working collaboratively with the customer to identify its needs and challenges, OKI Printing Solutions designed the LE810DT direct thermal label printer's firmware to meet this top global parcel provider's specific printing requirements of high-speed data transmission, scalability and cost efficiency. The unique flexibility and convenience of the LE810DT offer the ability to add options and features, eliminating the need to purchase new hardware to meet the changing requirements of the customer's diverse business environment and application demands.

OKI Printing Solutions further demonstrated the increased functionality of the LE810DT as engineers configured one base model to meet the dual functionality that could only be achieved with two models from the competition. With one printer SKU, the customer would experience better value and overall cost savings by doing more with less.

## CONCLUSION

By configuring the LE810DT to meet the customer's label printing requirements, OKI Printing Solutions demonstrated its hands-on ability to customize a printing solution that delivers an ideal balance of throughput, functionality and cost. The LE810DT provided the customer with one printer model that can be updated to meet more advanced applications; reduced the number of SKUs and parts to manage; and led to better value and overall savings.

The fast, flexible and robust LE810DT fit seamlessly in their work spaces, and the customer currently uses approximately 2,000 LE810DT units in the field at more than 1,000 locations. The customer not only trusts the LE810DT to meet all internal label printing needs, but also has deployed units to its own high-end customers, enabling them to also benefit from more efficient printing operations. High-volume customers are able to print their own labels in-house to help streamline the process of shipping and labeling.