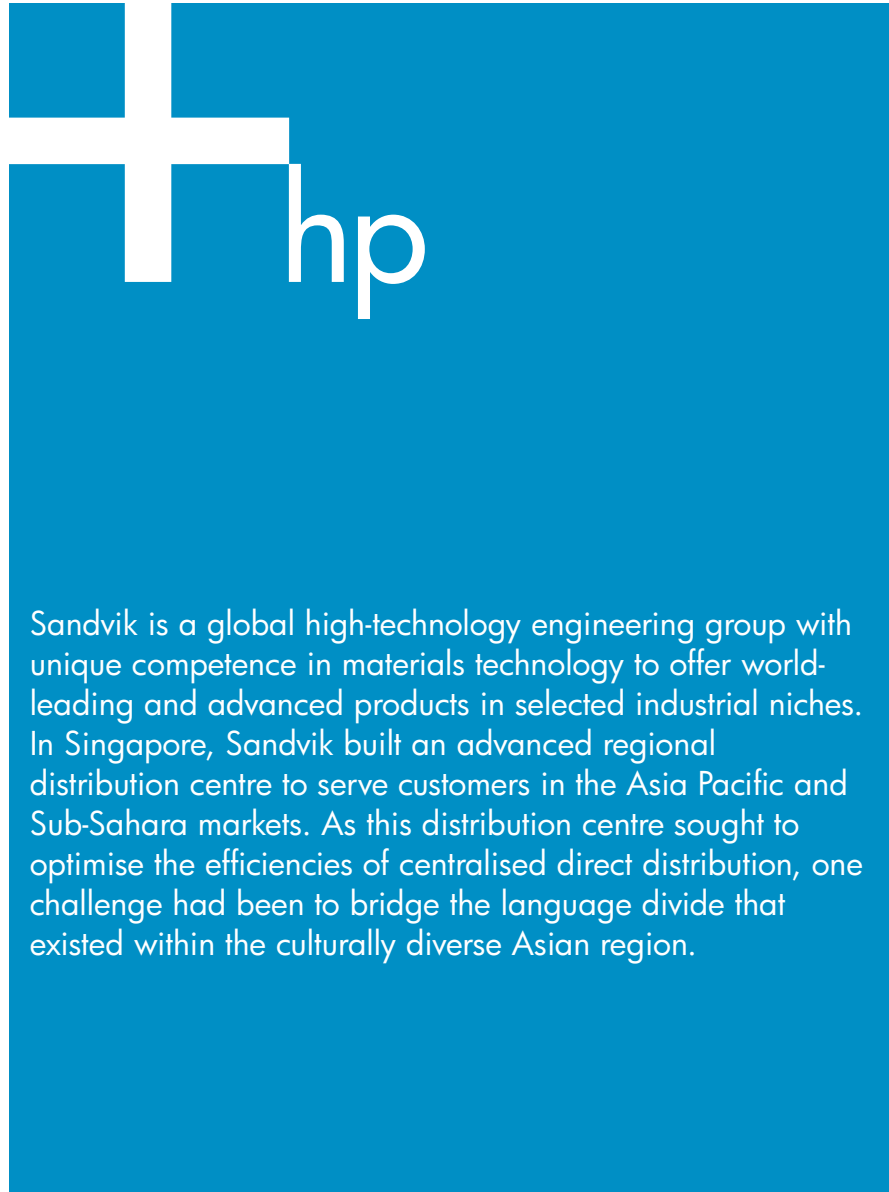
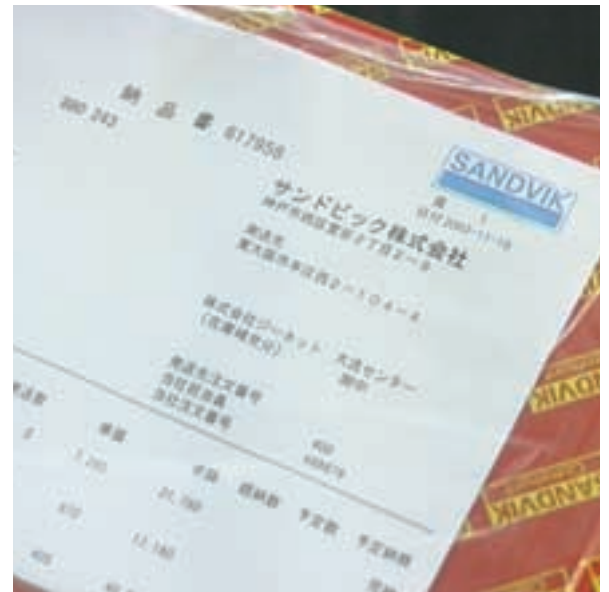


Success Story:

HP empowers a fleet of printers to handle Asian fonts to meet a critical business need at Sandvik South East Asia.



Sandvik is a global high-technology engineering group with unique competence in materials technology to offer world-leading and advanced products in selected industrial niches. In Singapore, Sandvik built an advanced regional distribution centre to serve customers in the Asia Pacific and Sub-Sahara markets. As this distribution centre sought to optimise the efficiencies of centralised direct distribution, one challenge had been to bridge the language divide that existed within the culturally diverse Asian region.



Challenges

- Enable fleet of printers to print packing orders and courier labels in local Asian languages
- Realise business efficiencies from centralised distribution
- Reduce custom delays

Solution

- 12 units of HP LaserJet 4200n
- Customised Asian Font DIMM to handle traditional Chinese, simplified Chinese, Japanese kanji and Korean hangul
- HP JetDirect technology to reduce bandwidth

Results

- Optimised regional supply chain capable of meeting next-day deliveries
- Cost savings from fewer delays and reduced local inventory at destination countries
- Enhanced customer satisfaction and trust
- Business growth

Sandvik's business activities focus on a diversity of products such as cemented carbide and high-speed steel tools for metalworking, machinery and equipment for rock excavation and stainless and high-alloy steels and other special metals and materials.

Distribution inefficiencies

In Singapore, Sandvik South East Asia built an advanced regional distribution centre in 2000. Equipped with on-line order processing, this centre would serve customers in the Asia Pacific and Sub-Saharan markets as part of a larger global distribution strategy.

As the distribution centre in Singapore sought to optimise the efficiencies of centralised direct distribution, one challenge had been to bridge the language divide that existed within the culturally diverse Asian region. This was because Sandvik's order entry, host application and Unix-based Warehouse Management System was designed to handle orders in English only.

However, the markets in China, Japan and Korea were accustomed to doing business in their local languages. Deliveries to these countries would be delayed substantially as long as packing orders, delivery labels and customs documentation continued to be printed in English and had to be translated and reissued in local languages.

"This was a major problem as customers often required their parts from our distribution centre very urgently," explained Paul Smith, Regional Manager (Order To Delivery) at Sandvik South East Asia. "Unless we were able to print our packing lists in the local Asian languages, we would not be able to realise full supply chain efficiencies and guarantee next-day delivery."



Customised solution

In order for the distribution centre to be fully versatile, the printers needed the ability to print in five different fonts, which standard printers could not handle. Instead of buying dedicated printers to handle individual languages, Sandvik South East Asia decided to turn to HP, the leader in imaging and printing solutions.

“This solution has allowed us to finally achieve the business efficiencies of centralised distribution while remaining closer to our customers in each country,” Smith commented.

“We had a good business relationship with HP in Singapore,” said Smith. “And we wanted to focus on one partner, instead of multiple vendors, who was capable of customising a solution that could work with our various back-end systems.”

In fact, only HP had the ability to respond by upgrading and configuring the new fleet of 12 HP LaserJet 4200n with a customised Asian Fonts DIMM solution. This solution effectively enabled the fleet of printers to be multilingual in handling traditional Chinese, simplified Chinese, Japanese kanji and Korean hungal characters in addition to latin characters.

HP’s leading-edge Jetdirect technology was further deployed to help reduce bandwidth that the printers could process large amounts of data efficiently. The fleet was now empowered to print packing orders in a range of local languages reliably, accurately and speedily.

Business benefits

With the ability to print packing orders and courier labels in Asian fonts, Sandvik was now able to meet next-day delivery commitments, which used to take up to 10 days in the past. Packing lists in local languages could now pass through customs with no delays. Operational cost was consequently reduced as there was no need to maintain local inventories in the destination countries.

Needless to say, this innovative solution has enhanced customer satisfaction and trust, allowing Sandvik’s business to grow in the region despite slowdowns experienced in the customers’ industry sectors.

“With HP’s support and service, we are probably the only company to realise the full efficiencies of having an optimised supply chain operations to be able to achieve significant cost savings and promise next-day deliveries to our customers,” said Smith.

And so Sandvik’s regional distribution centre in Singapore could once again live up to its global corporate promise: “We make it possible”.

At a Glance

Company: Sandvik South East Asia

Location: Singapore

Founded: 1965

Employees: 130

Telephone: (65) 6265 2277

URL: www.coromant.sandvik.com/sg

Primary business: Marketing, sales and regional distribution of highly processed products based on advanced materials technology



HP LaserJet 4200n