

SUCCESS STORY

Faced with the positive challenge of improving print service levels in their stores, Crocs decided to launch a tender with the goal of selecting a single supplier/service provider to supply and managed the print fleet at their stores in European countries where they have direct operations. They chose Toshiba.

Customer: Crocs Europe B.V.
Industry: Footwear

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THE CHALLENGE

- Crocs had three types of printers in the field from three vendors with an average life span of five years. All consumables were sourced centrally by Crocs and shipped to 70 stores around Europe resulting in additional shipment and administration costs.
- There was no system in place to track toner levels and automate supplies. Request for toner came from each store and in most cases notifications were received when toner was completely empty and stores could no longer print.
- Support and service for printers was done in house (by Crocs) resulting in huge workloads for their technical team
- Due to the above, Crocs highlighted that to qualify as their future print partner, the prospective supplier must demonstrate that it has the capabilities, tools and competence to take over management ownership of their print estate and most importantly its ability to deploy an automated solution to manage toner supplies to ensure that print needs were not interrupted at all times in their stores. Along with these key requirements, Crocs also highlighted that their future supplier as prerequisite must meet the following criteria;
 - Ability and willingness to provide common pricing conditions for hardware, delivery, installation and service for its direct store operations around Europe.
 - A single point of contact to manage communication between Crocs and supplier service entities.

THE SOLUTION

To meet Crocs' needs, Toshiba evaluated different technical and IT options based on their print needs and their IT environment. A key part of this was to ensure that a selected automated solution to manage toner levels and supplies is able to meet their requirements, work seamlessly with the selected multifunctional printer and free of security risks. After careful deliberation, consideration and evaluations, Toshiba provided Crocs with a proposal to meet their specific needs:

- e-STUDIO305cs was selected as best fit desktop multifunctional printer for their stores print needs.
- FM Audit was chosen to manage auto-toner replenishment.
- Common hardware and common service pricing were provided for all Crocs stores in scope of the project.

Having reviewed and compared Toshiba's proposal with those of other competitors, Crocs was convinced that it met their needs perfectly and therefore selected Toshiba as their future supplier. Zhanhua Chen, EUR IT Retail manager for Crocs Europe says, "All through the contract development processes, we were impressed with Toshiba's flexibility and responses to our needs. We feel that we have found the right partner for our print needs."

As a global organisation with several years of experience in the print industry, Toshiba Tec was able to offer the right MFP and solution to keep Crocs ahead of their growing business. Roel Elshout, Director Direct Sales at Toshiba Tec Netherlands emphasises that "Not only were we able to build a fantastic relationship with Crocs, we also had a chance to standardise the overall handling which makes dealings between our companies very transparent. It was a real win-win outcome."

For the last two years and to the future, Toshiba has demonstrated and shown that their number one priority is to keep service levels consistent with Crocs requirement. According to Zhanhua Chen "working with Toshiba is fun – we have not experienced any major issues since the inception of our contractual relationship with Toshiba. We are happy with the automated toner replenishment tool as it has been of great help in keeping print service levels at optimum. Our Toshiba contacts are very cooperative and react swiftly to resolve all issues which are reported."

The Right Product and
Solution to Optimise
Service Levels

The Case of Crocs Europe

THE RESULT

- > **Fleet management:** Toshiba has taken over full management ownership of all machines installed at Crocs stores relieving Crocs IT team from huge workloads and allowing them to focus on more important IT needs of their organisation. Crocs no longer has to worry about toner sourcing, re-shipment and management. With the auto- toner replenishment tool (FMAudit), toner levels are monitored and alerts are sent out for just-in time delivery to needed stores.
- > **Costs:** The complexity and costs of dealing with three vendors and varied machines has been eliminated. Crocs no longer has to contact three vendors to source toner or request for professional services. Toner re-shipment and associated administrative costs from Crocs central warehouse to stores across Europe have been eliminated resulting in significant savings.
- > **Pricing:** Price standardisation has provided a great benefit of cost savings through economy of scale and greater forecasting of printing costs.

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ABOUT CROCS

Crocs, Inc. is a world leader in innovative casual footwear for men, women and children. Crocs offers a broad portfolio of all-season products, while remaining true to its core moulded footwear heritage. All Crocs™ shoes feature Croslite™ material, a proprietary, revolutionary technology that gives each pair of shoes the soft, comfortable, lightweight, non-marking and odour-resistant qualities that Crocs fans have known and love. Crocs celebrates the fun of being a little different and encourages fans to “Find Your Fun” in every colourful pair of shoes. Since its inception in 2002, Crocs has sold more than 300 million pairs of shoes in more than 90 countries around the world.

Fast Facts

- > Over the past 13 years, Crocs has sold more than 300 million pairs of shoes. That’s a lot of shoes!
- > Crocs™ shoes are sold in more than 90 countries – the brand now does business in more than 30 languages. That means you can spot Crocs whether you are walking the streets of New York City, Hong Kong or London.
- > The iconic clog-style shoe that Crocs is so well known still accounts for more than 45% of Crocs footwear sales.
- > Globally, Crocs has more than 500 retail locations and continues to grow.
- > Since 2007, Crocs has donated more than 3 million pairs of shoes to people in need around the world as part of its global Crocs Cares corporate social responsibility platform.
- > Headquartered in Niwot, Colorado, Crocs has more than 4,000 employees globally.
- > Crocs is traded on the NASDAQ stock market (NASDAQ: CROX).

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About Toshiba Tec

Toshiba Tec Germany Imaging Systems GmbH is part of the globally operating Toshiba Tec Corporation, active in various high-tech industrial sectors.

Toshiba Tec Corporation is a leading provider of information technology, operating across multiple industries - ranging from retail, education and business services to hospitality and manufacturing. With headquarters in Japan and over 80 subsidiaries worldwide, Toshiba Tec Corporation helps organisations transform the way they create, record, share, manage and display information.

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Together Information is Toshiba's vision for how people and organisations create, record, share, manage and display ideas and data.

It is based on our belief that the most successful organisations are those that communicate information in the most efficient way.

We make that possible through an integrated portfolio of industry-specific solutions, all of which reflect Toshiba's commitment to the future of the planet.