



## IKON Case Study

# Maritime International, Inc.

### Charting a Course to Document Efficiency and Savings

#### CHALLENGE

- Preprinted forms expensive and inflexible
- Old printers noisy and unreliable

#### SOLUTION

- Printers
- Objectif Lune PlanetPress
- Integration with Maves logistics system

#### RESULTS

- Total monthly solution cost less than cost of forms alone
- Improved efficiency and document management

Founded in 1840 as a small produce stand, Maritime International, Inc. based in New Bedford, Massachusetts, has grown into one of the largest U.S.D.A. approved cold storage warehouse operations on the east coast. Now with additional stores in Connecticut and Delaware, Maritime provides warehousing, truck brokering, vessel chartering, freight forwarding, and agency and stevedoring services to the U.S. transportation industry. The New Bedford facility alone receives thousands of tons of fish and fruit every year.

Maritime has always been known domestically and internationally for its expertise and high standards, and to strengthen their position as an industry leader even further, Greg Costa, Maritime MIS Director, laid out three key corporate directives: cut costs in the IT Department; improve office efficiency; and improve warehouse document management.

#### CHALLENGE

One potential area for improvement at Maritime was the process for printing certain mission critical documents. Maritime runs its business on a state of the art Maves logistics system, which generates invoices, statements, bills of lading and warehouse receipts. These documents were being produced on preprinted forms and six different Maritime companies each stocked their own versions of the four form types. The Maves system sent the print jobs via six Digi Port Servers to 15 line and dot matrix printers across nine locations. However the aging technology was starting to cause some concerns. For instance Maritime found that the dot matrix printers were slow and noisy and a paper jam could mean an entire report had to be reprinted. The printer ribbons faded with use and print quality decreased as the number of copies per form increased. Faxed copies were usually illegible and the design of a form was impossible to change once the forms were preprinted. Greg Costa called in IKON Office Solutions to assess Maritime's systems and procedures, calculate the monthly cost of the preprinted forms to the company and propose alternatives.

**"This initiative has met all three of our corporate directives: we have cut costs, improved efficiency and improved document management. The IKON team listened carefully to our needs. We met a number of times, and they came up with a great proposal and a solution that has exceeded our expectations."**

Greg Costa, Maritime MIS Director



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### SOLUTION

IKON proposed and implemented a solution that replaced the preprinted forms and most of the existing printers. The new system included a network of printers, and Objectif Lune PlanetPress software running on two HP personal computers. PlanetPress is a Windows-based design tool used to set up flexible document templates. A second module, PlanetPress Watch, has automated Maritime's document workflows, receiving print files from Maves and directing output to the appropriate printer, repository or user. A third module, PlanetPress Image, allows Maritime to archive or e-mail PDF, JPG or TIFF images of the output.



**“With the IKON solution we can automatically archive documents for fast, easy retrieval.”**



Maritime finds the total monthly cost of the lease and consumables for the entire solution, including hardware, software, installation and setting up the document templates is almost \$800 less than Maritime was paying for preprinted forms alone. “But that saving, incredible as it is, is just the tip of the iceberg,” said Costa.

### RESULTS

“Apart from saving on forms, the cost of printing on the new devices is far less than on the old ones, and we have saved time through automation and faster printing speeds,” he continued. “The consistency of our print quality has also improved which not only makes life easier for all our document users, but the improved look and feel of the output also enhances our corporate image.

“Our document management objectives have also been addressed”, said Costa. “With the IKON solution we can automatically archive documents for fast, easy retrieval. We can also e-mail documents to clients when we print the original. And we can make changes to a document's design on the fly if we want to add a special message, or for any other reason.”



Costa summed up by saying, “This initiative has met all three of our corporate directives: we have cut costs, improved efficiency and improved document management. The IKON team listened carefully to our needs. We met a number of times, and they came up with a great proposal and a solution that has exceeded our expectations.”