



INDUSTRY

- ▶ Imaging

THE CHALLENGE

- ▶ Implement a nationwide service management solution for a new, major distribution company created through mergers and acquisitions.

THE SOLUTION

- ▶ With Astea Alliance, the Fujifilm subsidiary Enovation Graphic Systems has standardized on a centralized, integrated management system to replace disparate and less sophisticated systems and paperbased processes used by acquired dealers.

BUSINESS AREAS

- ▶ Integrated contract management
- ▶ Contact center
- ▶ Field service
- ▶ Logistics
- ▶ Repair depot
- ▶ Sales order processing

ASTEIA CUSTOMERS IN ACTION: ENOVATION GRAPHIC SYSTEMS

How America's leading supplier of technology and services to the graphic communications industry reduces distribution costs for over 300 manufacturers.

“With Astea Alliance, we centralize management of Enovation's nationwide service delivery. From a customer service perspective, this strategy quickly exceeded the targeted distribution channel efficiencies for which Enovation was created.”

– Neil Johnson, Director of Technical Services

As a consumer, you have heard of Fujifilm cameras, camera accessories and film processing services. Less familiar to the average person are other Fujifilm businesses. Enovation Graphic Systems, a subsidiary of Fujifilm USA, is America's leading supplier of technology and services to the graphic communications industry.

Enovation was formed in 2001 by the acquisition and consolidation of leading graphic products dealers to improve distribution channel efficiencies for Fujifilm and more than 300 other manufacturers. The company sells and supports all types of pre-press and printing equipment, computer workstations and networking hardware and software to media companies, advertising agencies, commercial printers and other businesses. The company also distributes the inks, chemicals and printing supplies that are used in graphic communications and provides consulting services to help customers select and implement the best products for their needs.

Using Customer Service as a Competitive Advantage

As a one-stop shop for delivering and integrating graphic communications technologies from the world's premier manufacturers, Enovation embraced customer service as a competitive differentiator. "Enovation was designed for customer service. A strong service management system has been regarded as the cornerstone of our business from the outset," says the company's director of technical services Neil Johnson.

Enovation selected Astea Alliance software from Astea International Inc. to implement and standardize customer service management for all of its locations across America. Astea Alliance is used to replace less sophisticated service management systems and paper-based processes that dealers deployed prior to becoming part of Enovation.

"With Astea Alliance, we centralize management of Enovation's nationwide service delivery," says Johnson. "From a customer service perspective, this strategy quickly exceeded the targeted distribution channel efficiencies for which Enovation was created."

Enovation deploys Astea Alliance to manage help desk, field service, parts sales, depot repair and logistics. The system provides complete visibility of service activities and service contracts. In addition to controlling operating costs, Astea Alliance is enabling the company to increase revenue from comprehensive P & L tracking of contracts, products, customers and service territories.

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"With Astea Alliance, Enovation saves money on the utilization and productivity of service representatives, on inventory costs, and on incidentals like telephone and shipping expenses," Johnson explains. "Enovation also improves its capital position through more profitable service contracts, higher billings and parts sales, and better cash flow."

The Astea solution rewarded Enovation with a quick financial return on investment, acceptance and cultural advantages with consolidating service organizations, and loyalty from acquired customer bases due to higher levels of service delivery.

An unexpected benefit according to Johnson has been the system's impact as a catalyst for assimilating employees of acquired companies into the new Enovation culture. Astea Alliance provides merging service organizations with capabilities to work easier, smarter and more efficiently than before. Adopting Enovation's way of doing things with Astea Alliance has been an easy sell and a unifying force to win the cooperation of transitioning service staffs by tangibly demonstrating the company's commitments and investment in differentiating customer service and customer focus.



Since Enovation was created by acquiring companies—and continues to grow both organically and through acquisitions—an ongoing priority is to secure the underlying value of its business investments, principally, the customers of acquired companies. By using Astea Alliance to provide customers with higher levels of service than they had ever experienced, the company proactively cultivates customer loyalty and avoids the customer churn that often occurs after mergers. New customer additions do not take the place of customer defections. Instead, new customers increase the size of Enovation's customer base, revenue and market share.



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BUSINESS GROWTH

- ▶ Able to use remote locations to connect to Astea server, therefore Enovation’s business is not restricted by time or location.
- ▶ Because of the ease and organization of the software, it is easier to assimilate employees of acquired companies into the new Enovation culture.
- ▶ Enovation has improved its capital position through more profitable service contracts, higher billings and parts sales and better cash flow through Astea.
- ▶ Enovation’s nationwide service delivery system was centralized and exceeded target distribution channel efficiencies.

IMPROVED CUSTOMER SATISFACTION

- ▶ The addition of customer self-service through Astea’s Customer Portal, allows for further enhancement of customer care and minimizes need for additional staff.
- ▶ Enovation now cultivates customer loyalty and avoids the customer churn that often occurs after mergers.

REDUCED OPERATING COSTS

- ▶ The cost of service representatives and unnecessary inventory expenses were majorly reduced once Astea came into the picture.
- ▶ By using Astea Alliance software, Enovation was able to reduce distribution costs and become a representative of reorganization and improvement in the graphic product manufacturing business.

Astea Customers in Action: **Enovation Graphic Systems**

“And Astea Alliance allows Enovation to grow,” adds Johnson. “We are not restricted by the scalability of our service management system or difficult system expansions. All that we need to incorporate a new service affiliate is Internet access, which enables remote locations to connect to our Astea system.”

Enovation plans to continue improving efficiencies and to reduce distribution channel costs for graphic products manufacturers by adding to its Astea Alliance solution. For example, the addition of customer selfservice with the Alliance Customer Portal will further enhance customer care and aid Enovation’s continuing expansion while minimizing requirements for additional service staff.



The company is also investigating the Astea Alliance Pocket PC mobile solution for its field representatives to further increase efficiencies at the point of field service delivery.

By lowering distribution costs, Enovation Graphic Systems represents a major reorganization and improvement in product distribution for graphic products manufacturers. From a customer service perspective, the company is doing it with Astea Alliance.

The ongoing support from Astea has additionally enabled them to continue to drive the cost of service down while improving the value derived by customers and growing their business as a result of the continuing referrals provided by satisfied customers.

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