IBM

Oracle Chooses Wisely with InfoPrint.

The definition of Oracle literally means "seat of wisdom". With that in mind, Oracle Corporation recently made a wise choice in selecting IBM® digital printing solutions to help meet their production needs. With 27,000 employees worldwide and annual revenues in excess of $6 billion, the company is among the leading developers of information management software in the world.

The Need for Speed

Despite these vast resources and expertise, Oracle needed help in one area critical to their business — printing. Oracle produces more than 800,000 software manuals at their internal reproduction facility; however, the remaining 45 percent of their manuals were outsourced to commercial printers.

In the past, documents produced in-house on digital printers had turnaround times slower than desired due to the low speed of the devices (three devices at 135 pages per minute each). Oracle could only produce 16 percent of their perfect-bound jobs in two days or less and 27 percent of their jobs in under three days — numbers that were less than impressive. As a result, larger jobs had to be outsourced for printing on traditional offset presses or given to outside electronic print vendors, because Oracle was not fully equipped to handle the total printing volume in-house.

"IBM's InfoPrint solution allows us to fulfill more of our orders just-in-time and we've been able to reduce fixed costs and use our staff more efficiently."

Henry M. Mellegers, Manager, Reprographic Services and NBSP, Oracle

Application	On-demand printing of software manuals
Software	IBM InfoPrint™ Manager
Hardware	IBM InfoPrint 4000
Services	Maintenance and Support

In addition, the fast pace of new product versions and projected growth pressured the company to decrease turnaround time, lower production costs and increase customer satisfaction. Oracle decided they could meet these challenges by significantly increasing in-house document production capacity. Oracle had a need for speed and a new printing model — to produce larger quantities more economically within two- and three-day windows to meet customer demands and document production cost targets. They also needed to satisfy the Oracle Reprographic Service (ORS) motto of doing a job "cheaper, better, faster".

After reviewing various digital printing options, such as Xerox and Océ, Oracle narrowed their decision down to IBM's InfoPrint solution. In May 1997, Oracle installed IBM's InfoPrint 4000 high-speed duplex printing system and IBM's InfoPrint Manager software.

Using IBM's InfoPrint Manager software, Oracle electronically manages jobs produced on the InfoPrint 4000, reducing fixed costs and improving throughput.

A Successful Partnership

"There were a number of reasons why we elected to go with IBM," said Henry M. Mellegers, Manager, Reprographic Services, for Oracle Reprographic Service (ORS). "As new technologies are developed in the print engine, and for pre- and post-paper processing, IBM will allow us to upgrade part of the system, without having to replace all the hardware. Another reason is the strong commitment that IBM has shown with their product. We feel that IBM has a total commitment and takes responsibility for the complete system. They listen carefully to what the customer wants. Service and support were also critical, as well as how fast a technician can come out to fix the problem. IBM also offers a high level of support for training and application issues. We feel that there is a strong partnering relationship between IBM and Oracle."

InfoPrint Manager electronically manages jobs produced on the InfoPrint 4000, from remote order entry and work-in-process management to job scheduling and output production and tracking. The software automates each print job, reducing the fixed cost of job processing. The raw speed of the InfoPrint 4000 (586 9.5" pages per minute) to produce 7.5" x 9.5" software manuals, significantly improves throughput, allowing Oracle to fully realize the economies of digital printing.

"We've seen a reduction in document production costs of 40 percent over our previously-installed equipment."

Henry M. Mellegers, Manager, Reprographic Services and NBSP, Oracle

IBM's InfoPrint solution also significantly increased Oracle's productivity. The number of perfect-bound jobs that can be produced in two days or less has nearly tripled from 16 percent to 46 percent, and those taking three days or less has more than doubled from 27 percent to 61 percent. In addition, Oracle's extensive bindery department is now better equipped to keep up with the output from the InfoPrint system as well as their other equipment, creating a balanced system by binding books on high-speed, perfect-binding equipment.

"These improvement numbers are still increasing each month as we become more proficient at harnessing the power of IBM's InfoPrint solution. We've also seen a reduction in printing costs of 30 percent," said Mellegers. "But the real

savings are from reducing our reliance on outsourcing printing jobs. Because of IBM's InfoPrint solution, the volume of outsourced jobs has decreased by 35 percent and our internally produced volume has increased by 45 percent, resulting in total annual savings of $458,000 for the first seven months of our fiscal year 1998. And if you include finishing costs, the real savings would be as high as $605,000 for the same time frame. IBM's InfoPrint solution allows us to fulfill more of our orders just-in-time and we've been able to reduce fixed costs and use our staff more efficiently."

For Oracle, the selection of IBM's printing solutions has not only been a wise choice, but has also given the company a solid formula for success: effective in-house operations + full bindery + IBM InfoPrint = savings.