



Danka Expects 129% Return on Investment with Oracle CRM

"Integration was the key. Oracle is fully integrated. The best of breed solutions such as Siebel and I2 are not architected to work together."

--Gene Hatcher, CIO Danka Office Imaging

Key Benefits

- Rate of return at 129% resulting in \$30 million over five years
- Consistent data and natural integration of products across all components
- Minimal implementation costs--solution met 87% of requirements right out of the box--without customizations

Oracle Products & Services

- Oracle Service Online
- Oracle Spares Management
- Oracle Configurator
- Oracle Scripting
- Oracle TeleService
- Oracle Contracts
- Oracle Mobile Field Service

Related Information

- [E-Business@Work Video](#)
- [Press Release](#)

Corporate Profile

Danka Office Imaging

North Petersburg, Florida
www.danka.com

Danka Office Imaging Company, Inc. is one of the world's largest independent suppliers of office imaging equipment and related services, parts, and

Improving Customer Service and Increasing Operational Efficiencies

By acquiring the office imaging division of Eastman Kodak in 1997, Danka inherited mission-critical systems running on many disparate hardware and software programs. By implementing the Oracle E-Business Suite, Danka will be able to replace these legacy systems with an integrated applications infrastructure, thereby increasing efficiencies and reducing costs.

"We believe we can realize significant cost savings by extracting redundancies across the company," explained Hatcher. "Oracle's integrated modules will enable us to implement a new business model and reengineer outdated business processes which in turn will eliminate these redundancies and maximize our ability to efficiently serve our customers."

High-Level Project Goals

- Improve tracking and retain customers
- Improve savings potential
- Increase productivity and efficiencies

Why Oracle?

The decision to select Oracle was based on the need to better manage contracts. Danka is a contract-based company and sells copiers primarily to sell service. The company's service contracts are based on the parts and supplies required to satisfy their customer's expected volume of photocopies.

"We currently run two separate contract systems--both of which are home grown, with very different attributes, and are so flexible that they allow almost an infinite number of contract types and terms and conditions," said Hatcher. "What we're aiming to do is standardize our contract definitions and administration of those contracts. With Oracle's Contracts module, we can simplify our processes by having one globally accessible system to deal with from here on."

Better Inventory Turns Drives ROI

"We're looking to increase inventory turns and to decrease the amount of spare parts inventory overall. We were looking to target a maximum of a 30-day supply in all of those inventory areas. That was a key part of the ROI calculation," explains Gene Hatcher. "In the past, our parts inventory exploded beyond where it should have been. We think that by using the Oracle Spares Management application, we can better manage that large inventory."

Future Plans

By implementing the Oracle E-Business Suite globally at all of Danka's branches.

supplies. Business units within the company include Danka Americas, which encompasses the United States, Canada, and Latin America.

company will be able to extract consistent customer information from a single source of data and derive key performance indicators in real time based on accurate and current information.

Oracle Scripting will expand Danka's online knowledge base and allow for substantial cost saving. It will also reduce the time for call center training as well as reduce the turnover.

Industry

Service, Office Imaging

Geography

Americas

Annual Gross Revenue

US \$2.5 Billion

Employees

10,000+

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