



AT A GLANCE

Client

BMW France, as subsidiary of Groupe BMW with 600 employees, distributes BMW automobiles and motorcycles, Mini brand vehicles, and Rolls Royce luxury cars.

Challenges

BMW France wanted to improve its electronic publishing system specific to invoicing and to have greater document management control and volume measurement capabilities, as well as support its corporate goals of dematerialization (conversion from paper to electronic documents).

Solution

BMW France implemented StreamServes Dynamic Enterprise Publishing solutions to maintain greater control of data streams and to enable management of the document processing life cycle.

Results

StreamServe now allows BMW France to (1) efficiently manage high volumes of documents, (2) reduce color usage, and (3) facilitate more rapid dematerialization—thus lowering printing system costs and enabling greater customer service.

BMW France Cuts Printing Costs by 60 Percent

A subsidiary of Groupe BMW based in Munich, BMW France distributes BMW automobiles and motorcycles and relies on a BMW dealership network for automobiles and motorcycles. Since the acquisition of Rover, BMW France began distributing Mini brand vehicles and Rolls Royce luxury cars. BMW France has a workforce of 600.

Heavy information flow

Annually, BMW France manages the production of more than 775,000 documents—a costly process. A while ago, BMW France acquired new office equipment, including printers, copiers, scanners, and faxes. This modernization raised demands for a new software solution capable of managing large streams of data from the host computer, UNIX stations, Lotus Notes, and the database. BMW France also had to be able to quickly generate e-mails, XML files, PDF files, and printouts. The solution had to be based on Windows architecture—to allow BMW France to free itself from the mainframe and its proprietary language.

Selecting StreamServe

After a general review of software on the market, BMW France selected StreamServes document processing solutions.

“We immediately recognized StreamServes flexibility when we visited our spare parts center, which used the solution for transmitting data between our office and the trucks” said Jean Pimond, manager for BMW France’s data processing network.

Streamlining invoices

With more than 800 invoices being generated daily (each edited in five copies), the first phase of the StreamServe-BMW France collaboration was to optimize invoice processing.

The solution, operational within a few weeks, allowed BMW France to quickly set up an organization and new printing processes for invoices. Today, customizable invoices require only one-sheet printing—distributed by mail. Filing is done automatically and duplicates (intended for dealerships) are directly accessible on the intranet or BMW France’s extranet.



StreamServe solution is used daily by 400 BMW France associates and 300 brand dealerships. StreamServe enabled a 60 percent printing cost reduction in less than one year, while improving the overall quality and content of customer-facing documents.”

Jean Pimond,
Manager for BMW France’s
Data Processing Network

Having generated a significant price advantage (25 percent savings on initial publishing costs), StreamServe also quality assures datastream management and indexing by systematically controlling data stream integrity. Rationalization, burn in, and significant price advantage on printing are key benefits of the StreamServe solution.

Improving documents

“The move from paper to electronic invoicing was previously very costly in terms of time and money. StreamServe allowed us to rapidly take the first steps toward output management, with very significant return on investment in an incredibly short time,” says Pimond.

BMW France’s next step was to continue to benefit from the solution to improve its documents for page setup, personalization, color, and legibility—making them not only more attractive and valuable to recipients, but also enabling marketers with cross-sell and up-sell opportunities and a way to manage the BMW brand more consistently.

BMW France is also investigating progressive dematerialization of all its internal documents, such as reports and memos—to enable users to print only what needs to be printed.

“StreamServe’s dynamic enterprise publishing solution allowed us to revamp our entire electronic publishing system and output management by enabling us to add better design and management applications for the management of our diverse and complex document needs,” said Pimond.

“We improved productivity and reliability by eliminating multiple captures and tasks thanks to better traceability of our documents. We hope in the future to leverage StreamServe even more rapidly towards electronic communication as well as to take advantage of StreamServe’s enormous personalization capabilities.”



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