

## Stanley Europe hammers printing costs, strengthens customer service with StreamServe®

### AT A GLANCE

#### Client

Stanley Europe is a worldwide manufacturer and marketer of tools and hardware products for home improvement, consumer, industrial, and professional use.

#### Challenge

To be able to distribute products and documents in a timelier manner; improve the consistency of the company's brand, and reduce costs.

#### Solution

Stanley Europe can direct an invoice to be printed anywhere on the European network in an individual customer's preferred language, without sacrificing brand consistency.

#### Results

Stanley Europe achieved more timely dispatch of products and documents; consistent branding across national borders, and 90 percent savings on printing costs alone.

When Stanley Europe was faced with slow product and document dispatch times, rapidly rising print costs, and inconsistent branding on client-facing documents, they turned to StreamServe for help.

They were not disappointed.

StreamServe Enterprise Document Presentment™ (EDP) has enabled Stanley Europe to resolve these escalating business issues and drive down costs, providing a tangible competitive advantage for one of the world's most recognizable brands. Stanley Europe is a leading manufacturer of tools and hardware for home improvement, consumer, professional, and industrial use.

### Facilitating distribution of products

The customer service department is responsible for ensuring products are delivered on time and invoiced accordingly. Before StreamServe was deployed, Stanley Europe supplied documents such as invoices, purchase orders, and delivery notes in paper form, resulting in high expenses, slow turnaround, and inconsistent branding.

Following the implementation of StreamServe EDP in 2004, Stanley was actually able to distribute products and documents faster. That's because the company could produce shipping documents more quickly. In the past, the documents were produced on pre-printed forms and the company often ran out of these forms, which slowed shipments. StreamServe managed to speed up the shipping process because it enabled Stanley to respond to customer requests to make changes in documents in a matter of minutes rather than in weeks, as in the past.

These changes significantly cut costs and enabled the Stanley Tools staff to create distinctive, branded, tailored documents, which was simply impossible under the old system. One other benefit of using StreamServe is that it works across all of Stanley Europe's backend systems, including BPCS, their home-grown ECS application, and their two WMS solutions.



**StreamServe enables us to modify documents in minutes rather than weeks, which means that we can deliver better customer service while driving down printing costs and storage requirements.”**

Matt Pemberton,  
Project Leader  
Stanley Europe

### **Creating Pan-European consistency**

Language and cultural barriers present a challenge for pan-European companies requiring a custom-made, country-by-country solution. StreamServe’s EDP offering is ideal for dealing with precisely this type of assignment. The solution allows Stanley Europe to direct an invoice to print anywhere on the European network in a customer’s preferred language, without sacrificing brand consistency.

This flexibility was expertly demonstrated by the introduction of a new European tax planning structure in 2005, which meant different invoicing formats were now required in different countries.

Such a scenario would have been a daunting prospect under Stanley’s old system of letterhead paper delivery, but thanks to StreamServe, Stanley and their customers were able to fully comply with the new legal requirement.

Stanley’s previous reliance on pre-printed paper document delivery to each business unit across Europe guaranteed that significant problems arose whenever major changes needed to be made to even the most basic standard document template.

The logistics of implementing the required changes would take weeks to put in place and result in significant time and manpower costs for printing the new-look documents. With StreamServe, amended documents are now ready in hours, not weeks, and printing costs have been reduced by up to 90 percent.

### **Improving customer service through electronic archiving**

By creating and delivering documents electronically, copies of invoices, purchase orders, and delivery notes can also be automatically archived. This results in a dramatically improved level of service because if a customer requests a duplicate copy of any document, they can receive it in minutes rather than hours.

StreamServe also allows Stanley Europe to imprint documents with electronic signatures and store them securely. The speed with which documents can be retrieved means any queries or complaints from customers can be resolved immediately.

“Stanley Europe takes pride in continually looking for areas of our business where we can improve customer service,” said Matt Pemberton, Stanley project leader. “StreamServe is a big part of that.”

