

Project: ***Chameleon (British Airways) – Training Manual Management***

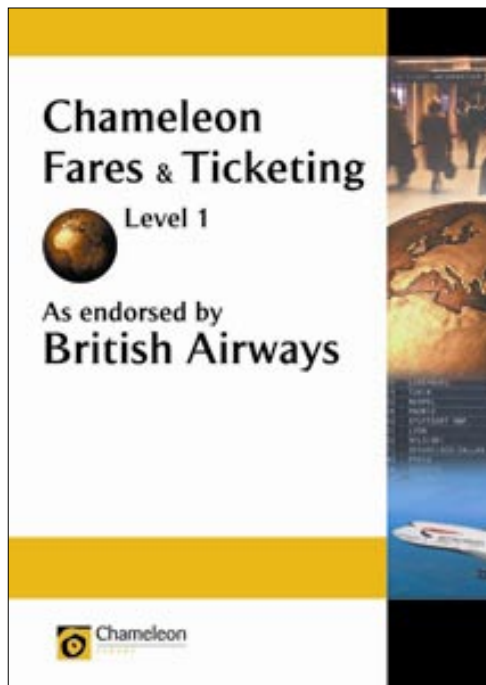
Segment: Publishing/Manuals

*Program objectives*

- Reduce customer costs.
- Targeting document obsolescence, waste, and administration overheads.
- Improve customer profitability by increasing satisfaction of Target Audience through faster turnarounds, implementing order tracking, and a reduction in errors and complaints.

*Significant results reported by user*

- Document obsolescence was predicted to improve by 75%; an improvement of over 80% was achieved.
- Head count in customer administration team fell by one through natural attrition while remaining team members had more time available to devote to customer's "client-service" related activities, further enhancing the customer's core business—results that support the prediction that savings equivalent to almost two members of staff could be made.
- Turnarounds improved to the point that orders were shipped within 24 hours, often same day. Orders could be tracked at all stages, and customer's client satisfaction soared while errors and complaints reduced to almost negligible levels.
- The customer was delighted and agreed that the ROI predictions and cost savings of over 40% were met.



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## Digital Print Case Study Profiles

Vertical	Business Services
<b>Participants</b>  <b>Client</b>  <b>Print Provider</b>	<p>Chameleon Training and Consulting Camberley, Surrey, UK Bruce Applin <a href="mailto:bruce.applin@chameleontraining.co.uk">bruce.applin@chameleontraining.co.uk</a> <a href="http://www.chameleontraining.co.uk">www.chameleontraining.co.uk</a></p> <p>Chameleon, previously a British Airways training subsidiary, develops and delivers training material for travel agents, airlines, and colleges. Today, they are an independent operator serving the same market.</p> <p>The Electronic Document Co. (EDC) Wembley, UK Philip Mattimoe <a href="mailto:Philip@edc1.netkonect.co.uk">Philip@edc1.netkonect.co.uk</a> <a href="http://www.electrodoc.co.uk">www.electrodoc.co.uk</a></p> <p>Digital printing and fulfillment company, specializing in the production of training manuals and associated material. There is an in-house software development team for digital print-related projects.</p>
<b>Equipment</b>  <b>Hardware</b>  <b>Software</b>	<ul style="list-style-type: none"> <li>• Xerox DocuTech 6135</li> <li>• DocuColor DC 40</li> <li>• DC 3535</li> <li>• IIS Servers</li> </ul> <ul style="list-style-type: none"> <li>• DocuPump™ by Electronic Document Company</li> <li>• Adobe Acrobat</li> <li>• Xerox Digipath</li> <li>• SQL Database structures</li> <li>• Java and VBS for DLL construction</li> </ul>
<b>Program</b>  <b>Target Audience</b>  <b>Distribution</b>  <b>Date</b>	<p>Travel agents, airlines, and colleges providing travel training</p> <p>One to five daily</p> <p>Ongoing since September 2002</p>

<p><b>Description</b></p>	<p>In this unusual case study, the print provider is also the software supplier and developer. It demonstrates how a small print provider can successfully complete an ambitious software-development project. It also shows the benefits of "accidental spin-offs." In this case, the development of a simple spreadsheet tool to help measure the customer's ROI is one clear example of a print provider accessing a consult style revenue stream.</p> <p>Chameleon develops and delivers training courses to the travel industry worldwide. They have about 125 training document titles. Most documents are complex with an average of five content components and peripherals such as tabs, text block, binder, covers, inserts, etc. Their average re-print order was around 500 of each document. They were using several printers including EDC for digital and conventional production. Additionally, material was continually updated to conform to the industry regulatory body's (IATA) ever-changing standards.</p> <p>There was a high level of document obsolescence and consequential waste (15%). Additionally, managing fulfillment and inventory was time consuming and imprecise. The customer lacked the confidence to reduce run lengths and stock levels as this would complicate document administration and risk increasing lead times related to outages. The customer agreed that there would be enormous benefit in reducing run length and re-print times by switching print production to digital methods. However, this would only be feasible if there was a more automated way to manage and execute the entire document supply chain.</p> <p>EDC began by conducting a needs analysis with the client. The ROI analysis was prepared and agreed to by the client. It demonstrated possible savings to gross and administrative overheads in using the DocuPump system to improve the visibility along the supply chain. Case studies of similar implementations were also shared with the client.</p> <p>The next stage was to build product structures on EDC's website with min/max stock levels to trigger "order-driven" restock through the production department, external manufacturer or email notification. This simplified the ordering process enormously. Automated inventory control and a reliable production workflow provided a realistic alternative to the client having to holding large stocks of products. Savings were immediately achievable.</p>
<p><b>Value Proposition - Why did they buy?</b></p>	<ul style="list-style-type: none"> <li>• The program had clear objectives, with a relatively small investment but a potentially sizable return. There were risks for the customer but other case studies helped persuade them that these risks were small.</li> <li>• They built tracking and results measurement into the plan. The EDC ROI spreadsheet provides quantified targets as a benchmark for the customer, increasing confidence and satisfaction. The program reached these targets, a result that was clearly defined.</li> </ul>



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