



NUANCE

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CASE STUDY

TELECOMMUNICATIONS/
MANUFACTURING INDUSTRY

Sony Ericsson

Unlimited opportunities

CHALLENGE

- Wanted to maximize investment in photocopiers
- Needed to replace an aging photocopier fleet
- Concerned about the costs of faxing, and lack of usability of desktop scanners
- Wanted multifunctional devices to replace multiple devices

STRATEGY

- Installed eCopy on new Canon MFP devices throughout the company
- Used annotation feature • Scanned and e-mailed hardcopy documents instead of faxing or hardcopy mail
- Converted documents to PDF and filed to personal network folders or desktops to enhance existing business processes

RESULTS

- Augmented order entry process and improved productivity
- Wide user adoption because of easy to use interface
- Decreased scanning tasks and need for dedicated resource

ABOUT SONY ERICSSON

Formed in October 2001 as a 50/50 joint venture between Japan-based consumer electronics maker Sony and Sweden-based Ericsson, Sony Ericsson combines the cell phone operations of both companies. Sony Ericsson draws on the cellular technology of Ericsson (the world's leading maker of wireless infrastructure equipment) and Sony's expertise in developing popular consumer gadgets to develop and market a line of co-developed cellular phone models. With six offices in the United Kingdom and 3,500 employees worldwide, Sony Ericsson is rapidly gaining share in a highly competitive market space.

"We chose eCopy primarily because of its ability to integrate with our MS Exchange server. It offers similar functionality to the Outlook interface our users are already used to, including the type ahead function for finding e-mail addresses. The ease of use means our adoption rates have been very high with little requirement for training."

— **Craig Powell**
IS/IT Director, UK
Sony Ericsson

SONY ERICSSON WANTED INNOVATIVE TECHNOLOGY...

According to Craig Powell, IT Director for Sony Ericsson's UK operation, "We were in the market for new photocopiers and wanted to maximize our investment. With that in mind, we asked vendors to provide us with a solution that was more than a box." In addition to the need to replace an aging photocopier fleet, Powell was concerned about the costs of faxing, the lack of usability of the desktop scanners distributed around Sony Ericsson facilities and the need to have multiple devices in an era when multifunctional devices were becoming commonplace. When considering new photocopiers,

Sony Ericsson Case Study

Powell saw an opportunity to acquire new, more productive technology with more features and functionality without increasing overall costs. He found the combination of Canon's price/performance and the convenience of eCopy to be a compelling differentiator.

"The number of ways we can put eCopy to use to improve our business processes is unlimited. As our users gain more familiarity and their creativity is unleashed, I expect to see its use - and the resulting productivity benefits - increase dramatically."

— **Craig Powell**
IS/IT Director, UK
Sony Ericsson

STAFF IMMEDIATELY SAW THE BENEFITS OF USING eCOPY...

and the user base rapidly grew to 280 users. According to Powell, "The vast majority of the users enjoy the convenience of annotating and scanning hardcopy documents and e-mailing them to internal and external colleagues instead of using faxes or hardcopy mail." Powell indicates that there are several power users who have taken advantage of eCopy to convert documents to PDF and place them in personal network folders or on their desktops to enhance existing business processes. In the marketing department, for example, one user had been tasked with scanning all of the newspaper and magazine articles mentioning Sony Ericsson or its competitors for use in an electronic database.

Now, everyone in the department scans the articles to the database so the task takes less time and there's no need for a dedicated user for the task. Sony Ericsson has also used eCopy to augment its

order entry process, significantly improving the process by migrating from paper to a digital workflow. Powell reports that users often approach him when they see an opportunity to use eCopy for a new application, and in most cases, he has been able to help them redesign workflow to take advantage of their ideas.

ECOPY'S INTUITIVE USER INTERFACE IS A SIGNIFICANT BENEFIT...

Powell says, "We focused on on-site training during the installation process. We found that it usually only took a single visit to the eCopy-equipped copier for a user to learn how to operate it." Powell says there were obvious areas, such as the marketing department and the order entry process, where an eCopy-enabled digital workflow could significantly enhance productivity. He continues,

"Even the ability to scan to e-mail has helped worker productivity. As users become more familiar with the solution, I expect to see more of them requesting increased access as they find new and innovative ways to put it to use."

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