

Audio cast

Owens Corning partners with Xerox to manage its document supply chain to improve productivity and reduce costs.

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Narrator: These days a lot of C-level executives are wrestling with a question that can lead to a major business breakthrough. The question is this: What is our core competency?

The answer to that question helps them sharpen their focus on what they do best and improve efficiency, productivity and their operational cost structure by outsourcing non-core activities to experts.

Take Owens Corning, for example. This renowned company is a leading global producer of residential and commercial building materials, glass-fiber reinforcements and engineered materials for composite systems. It's an innovative company with a keen sense of social responsibility. In fact, it was named one of the 100 Best Corporate Citizens by Corporate Responsibility magazine. It's also been a member of the Fortune 500 list for 55 years in a row. And it now serves customers in 28 countries on five continents.

One of the reasons for its success is that company leaders know how to focus on what they do best. And that's why—more than 14 years ago—they decided to outsource the management, production and fulfillment of thousands of brochures and other marketing material to a proven document services expert and innovator...Xerox Global Services.

Hi. On behalf of Xerox, I'm Mike Rusinko. We recently spoke with Bobbi Sanders, Director of Global Sourcing, Corporate Services for Owens Corning, at the Xerox Thought Leadership Summit in Dallas, Texas on March 8, 2010.

Bobbi shared her thoughts on how a long-running partnership with Xerox is helping Owens Corning make major improvements in its approach to document management.

Bobbi Sanders: Some of the document-related challenges that Owens Corning had over the past few years is really looking at a strategy for our document. We have a tremendous amount of collateral and print needs from the perspective of our marketing materials and our products and solutions. And with that come the need for fulfillment and strategy around that end. So we've had challenges on how do we do that efficiently, effectively and with the right partner to make sure we eliminate the waste and not build inventory in the various collaterals and risk obsolescence through change-outs.

Narrator: Long before most companies were talking about business transformation through outsourcing, Owens Corning realized that document management was not its core mission.

Sanders: The advantage of outsourcing to Xerox is...it's a core competency for Xerox as well as they were able to bring to us the best practices in the industry...

We really felt that Xerox, again, with their competency there, gave us a cut above and a competitive advantage.

Narrator: Working together, the two companies engineered an effective, end-to-end solution that dramatically improved the way Owens Corning managed thousands of mission-critical documents. The solution covered everything from document creation and global print-on-demand production to distribution, storage and retrieval.

Sanders: One of the things that Xerox has done for us is provided us counsel and focus on the best way to deliver our collateral most efficiently and effectively.

It's been a very effective partnership as far as getting the most productive and economical piece and value for our investment.

Narrator: We began delivering document services at Owens Corning in 1996. And it immediately paid dividends. But one of the benefits of working with a partner like Xerox is the commitment to continuous improvement made possible through technological innovation and the application of disciplined, data-driven methodologies like Lean Six Sigma.

Sanders: One of the reasons what we picked Xerox as a partner is because of the full resources that Xerox brings to the table.

Narrator: Just a few years ago, for example, the two partners launched two Lean Six Sigma projects to optimize the workflow and improve overall productivity through staff cross-training and other initiatives.

Sanders: The team got together and really were able to provide cost advantage in productivity improvements through mapping the processes, eliminating the bottlenecks and truly, you know, coming up with a better solution.

Xerox really came through for us through innovative ways of looking at the way we are putting our printing materials together and the way we can cut some costs out of the organization and operate more efficiently.

Narrator: Thanks to the Lean Six Sigma effort, the overall productivity of the document management solution at Owens Corning increased 9%--a significant improvement in a challenging, cost-conscious business environment. That was one of the key reasons why Owens Corning gave its Xerox team a Supplier of the Year award in 2009

Sanders: We were very excited in 2009 that we were able to give Xerox the Supplier of the Year award because of the excellent work in exceeding the targets.

Xerox has done a really nice job for us of bringing process, Lean Six Sigma innovation to the print and fulfillment processes at Owens Corning.

Narrator: In addition to managing a vast inventory of digital and printed documents, Xerox expanded its services to tackle another challenging problem: translation and localization.

Like many global companies, Owens Corning relied on a multitude of vendors to help translate and localize documents for a diverse international marketplace. But that approach was difficult to manage. And it led to inconsistencies in time to market, pricing and quality. So Owens Corning selected Xerox as one of its two strategic translation and localization partners. We now provide comprehensive translation and localization services in 25 languages.

Sanders: Our global footprint has increased in the past 18 months to over 50% of our employees outside the U.S. We've had anywhere from HR documents to supplier documents, customer communications, a whole host of publications that we needed translated properly and effectively and efficiently.

An important part of the services that Xerox has been offering in delivering to us over the past year has been translation services.

Narrator: For more than 14 years, the partnership between Owens Corning and Xerox has survived the test of an uncertain economy and the inevitable challenges that arise in any longstanding business relationship.

And today, it continues as Owens Corning enters an exciting new era of global growth.

Sanders: We look for suppliers that we can collaborate with and that we can partner with to provide greater value for the enterprise.

The other thing we really look for is in the long-term innovation and growth. And so we always look for partners and opportunities to jointly collaborate with those that can bring innovation and best practices to our organization.

Narrator: And that helps explain why Xerox and Owens Corning continue to work together to solve the challenges of the day...and build a strong foundation for the future.

Sanders: We're very excited about having Xerox as a strategic partner...

It's been a very effective partnership...It works very, very well.

Narrator: For more information on how Xerox helps companies around the world reduce costs, achieve operational excellence, and transform their business processes, visit www.xerox.com/services.

This audio cast was recorded on March 8, 2010 and at the time of recording all information was factually accurate. Because this will reside on the Internet for a period of time, Xerox assumes no duty to update the audio cast to reflect new information.

Please visit www.xerox.com/newsroom for up-to-date information.

That concludes this audio cast. Thank you for listening.

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