

# Delivering processes that improve efficiency, save time and cut costs for Dillard's.



“Xerox uncovered a number of opportunities for us in their initial in-depth assessment. As our needs evolve, they’ve been able to respond with the appropriate insights and services. It’s great to have them with us on our process-improvement journey.”

– Kent Wiley  
Vice President, Training and Support  
Dillard's, Inc.

## Background

In the fiercely competitive world of retail sales, Dillard's, Inc., established over 60 years ago, is one of the most successful retail chains in the U.S. Today, from its Little Rock, Arkansas, headquarters, Dillard's operates approximately 320 stores in 29 states and generates annual sales of more than \$7.3 billion.

## The Challenge

At Dillard's, the distribution of merchandise directives needed retooling. These directives provided each store with new product information on display set up, signage placement and other requirements that ensure quality and consistency across stores. Because these directives used digital photographs and a considerable amount of color, transmitting large electronic files became a challenge. As a result, Dillard's printed the directives every month in Fort Worth, Texas, and mailed out multiple versions to accommodate many store configurations. This inefficient process typically required three weeks, plus there was no flexibility to make last-minute updates.

In addition to its distribution challenge, costly and manual workflow processes related to accounts payable, human resources, audits, inventory and more did not take advantage of the latest office systems technologies.

To maintain its dominance, Dillard's also wanted to find a solution to the paper-waste problem experienced in many of its stores. Document-intensive hiring processes generated much of that inefficiency. When a Dillard's associate is hired, more than 20 different forms are completed and stored. In a company that hires more than 10,000 sales associates in a year, that's a tremendous paper load.

Clearly, Dillard's envisioned innovative solutions for its document workflow and printing challenges. Dillard's partnered with Xerox to develop a comprehensive plan to help transform several key document processes.

# Streamlined and automated workflows. Improved quality and consistency.

## The Solution

To provide an in-depth, accurate picture of Dillard's business processes, we conducted an Office Document Assessment that included a cost analysis and savings hypothesis. It showed the financial benefits of adopting new technologies.

The technologies that we recommended to Dillard's included:

- Xerox® multifunction networked systems to replace old analog copiers, stand-alone printers and fax machines at retail outlets, divisions and headquarters
- Xerox® color multifunction devices to streamline the distribution of merchandising directives
- Xerox® SMARTsend® image routing software to digitize key business processes and eliminate wasteful printing of documents when physical copies weren't necessary
- DocuShare®, the Xerox® document repository software
- Software for remote management of in-store equipment
- Servers at each store to handle large files with replication software at the corporate office for simultaneous, same-day transmission of files
- Xerox® DocuColor® Digital Color Presses to handle mid-volume work typically produced using offset
- A Xerox® iGen3® 110 Digital Production Press at the corporate headquarters for high-volume output

## The Results

With the iGen3, our customer realized significant savings in the production of superior quality signage. Electronic transmission of directives improved lead times for production, reduced costs of paper and postage and realized impressive results:

- Dillard's Web-based DocuShare repository delivers immediate access to thousands of merchandise toppers
- Each store can view and download files
- Accounting teams use SMARTsend to scan paper invoices, eliminating time-consuming, microfiche processes
- With DocuShare, store managers go online to their "New Hiring Packet" folder to print clear, crisp, up-to-date forms, and corporate training teams post new learning materials online for store managers to retrieve and print
- Expense invoices are scanned, entered via SMARTsend, viewed and approved online, eliminating manual keying
- Reports are accessed online, including number of copies, type and who made the copies, so corporate office can monitor document output
- With remote access to equipment usage, Dillard's is uncovering trends and anomalies in document output
- The iGen3 provides the opportunity for 1:1 customer mailings. Outputting nearly twice as many impressions per hour and handling multiple stocks, the iGen3 increases productivity, versatility and provides offset-quality results
- For full-color "key item" signs, Dillard's uses its DocuColor Digital Color Presses to print on demand, slashing costs from \$1.54 per print to 28 cents

## Case Study Snapshot

### The Challenge

- Streamline the distribution of merchandise directives
- Automate workflow processes
- Improve efficiencies and operational costs
- Reduce the paper waste experienced in many of its stores

### The Solution

- Xerox® multifunction networked systems
- Xerox® color multifunction devices
- Xerox® SMARTsend image routing software
- DocuShare, Xerox® document repository software
- Software for remote management of in-store equipment
- Servers at each store
- Xerox® DocuColor Digital Color Presses
- A Xerox® iGen3 Digital Production Press

### The Results

- Streamlined and automated processes throughout key functional departments
- Significant savings in the move from centralized printing to print on demand
- Improved lead time for production
- Increased productivity and versatility
- Offset-quality results
- Increased accuracy, reduced time and expense of HR hiring documentation
- Improved merchandising quality and consistency across stores

**About Xerox Services.** Xerox Corporation is a world leader in business process, information technology and document outsourcing services. Our unique combination of industry expertise and global delivery capabilities helps you reduce costs, streamline operational processes and grow revenue while clearing the way for you to focus on what you do best: your real business.

**For more information on how we help leading retailers, visit [www.xerox.com/retail](http://www.xerox.com/retail) or call 1-800-ASK-XEROX.**

