



Podcast

Dillard's case study

Xerox delivers processes that improve functionality,
save time, and cut costs for a leading retailer.

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May 2008

Narrator: Hello, and welcome to this podcast from Xerox Global Services featuring our client, Dillard's.

Dillard's, a fashion, apparel, and home furnishings retailer, is continually focused on delivering exceptional customer care and reaching for the pinnacle of efficiency in their offices and business processes.

We spoke with Kent Wiley, Vice President of IT Training and Support for Dillard's, during the Xerox Thought Leadership Summit, held at the United Nations in New York City on November 28th, 2007.

He shared his thoughts on how Xerox helps Dillard's elevate the efficient use of all the document management tools at its disposal to achieve its ongoing pursuit of operational excellence and cost savings.

Wiley: Before we started to work with Xerox...we had a spattering of all kinds of vendors out there and there was no consistency whatsoever and the expense was killing us from the standpoint of just replacing or keeping the things maintained.

Narrator: Xerox brought its complete scope of business improvement capabilities to the table. Initially, Xerox optimized Dillard's office infrastructure by right-sizing with fewer, but more efficient, multi-function devices – enabling dramatic cost savings.

Wiley: While it's kind of strange that we didn't really have any kind of automation and multi-function device, but we had a bunch of copiers...Xerox offered an opportunity to do a survey to look at our overall print and copy needs. And as it developed, while use of the MFPs we were able to actually streamline a number of applications where we could use them and again scanning and actually logging in and filing automatically online – so we eliminated quite a bit of manual handling of documents.

Business process change and innovation is extremely important. I think that one of the things we're held accountable for is to improve the business through and again through technology and innovation...we look for any opportunity we can to streamline the process, to eliminate a lot of manual effort, and to again have better information available faster.

Narrator: Xerox brought to Dillard's its DataGlyph technology – which embeds robust data on documents and enables secure, automated indexing and tracking. Also, through Xerox's DocuShare central repository capabilities, Dillard's was able to further reduce manual steps and processing costs.

With an optimized infrastructure in place, Dillard's was well positioned to realize the operational improvements Wiley described by transforming key document processes with the help of Xerox, as he describes.

Wiley: The first business process that we probably put in was our invoicing by basically being able to bring in our expense invoices by scanning them... The accounts payable people were able to look at them both on-line, make a determination, pay it and then automatically file it without ever having to see or handle the paper.

Moving the invoices around electronically had given us the ability to assure that we had the invoices, getting them paid on time, improving our relationship with our expense vendors

The important thing again is to give us control so we knew we were getting our invoices paid...obviously a lot of less handling of paper...in the long term we found this to be very beneficial on anything that we've tried to do this way.

We've had some cost benefits...but I think the bigger benefits that we've achieved here is the timeliness of us being able to handle this paper or lack of handling the paper

Any time you can eliminate the shuffling of paper around you're gonna have a benefit from just from the standpoint of being able to find things.

Narrator: The automation of electronic documents carries over into more than invoicing and payment, Wiley explained.

Wiley: We have not become a paperless environment but I believe we're moving in the direction of trying to get most of these documents on-line. Any document of significance we've put on-line where we made it retrievable and accessible through an on-line system and we're not relying on print any longer or filing, manual filing.

We have other applications that require the stores to scan in for instance we have an application where we capture signatures at the point of sale. Periodically this fails or we have a short going we're off-line and we have to take a manual sales check. We have these people scan it in at the store and then we file it electronically and we're able to use it in our look-up process. So again here we've covered ourselves from the standpoint of a lost sales check or something like that and protect the assets of the company by not having to refund money that we can't prove that we've actually sold something.

Another application that we were able to take our some of our we call them business directives and what they are is nothing more than a floor layout and being able to implement those, scan them in, download them to the stores and then have the stores be able to bring them up and print them is the guideline to how they're supposed to layout the floor.

Narrator: Through the technology provided by Xerox Office Services, Dillard's now enjoys these advantages across its various document platforms:

- Documents transitioned from a paper to digital format;
- Intelligence embedded into documents to automate routing and approvals through the DataGlyph technology; and
- Content repositories with information tagged for easy search retrieval using DocuShare.

Wiley: Obviously expense control is very important to us, plus streamlining our processes. I think we've discovered through the use of technology we can reduce payroll, we can improve our services, and provide better information to users.

We found that through our efforts and Xerox's efforts we were able to put these together and implement them extremely quickly. It did require some integration with some outside services but for the most part everything that Xerox offered to us they were able to perform and bring to us very rapidly.

Narrator: Dillard's pushed for a higher standard of excellence in its office functionality, document management, and cost efficiencies. According to Wiley, Xerox had the experience and capabilities to deliver on that vision for the retailer.

Wiley: I think we have a vision of what we would like to do with this. I think we see a lot of opportunities to take documents now that we handle paper handle through printing out paper and eliminating that by putting them on-line.

The fact that they had done this and we're able to perform these tasks became very critical to our environment. The fact that what they said they could do they did again, was most important to us.

I see lots of opportunities building onto this, what we have as a basis now.

The single vendor concept has been very helpful to us from the standpoint we only have one source to go to, to get everything solved and they brought a very a very practical product and a very inexpensive product as a solution to all our needs.

This is a much better way to do business.

Narrator: This podcast was recorded on November 28, 2007 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 podcast to reflect new information. Listeners should visit www.xerox.com/newsroom for up-to-date factual information.

That concludes this podcast. On behalf of Xerox Global Services, thank you for listening.

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