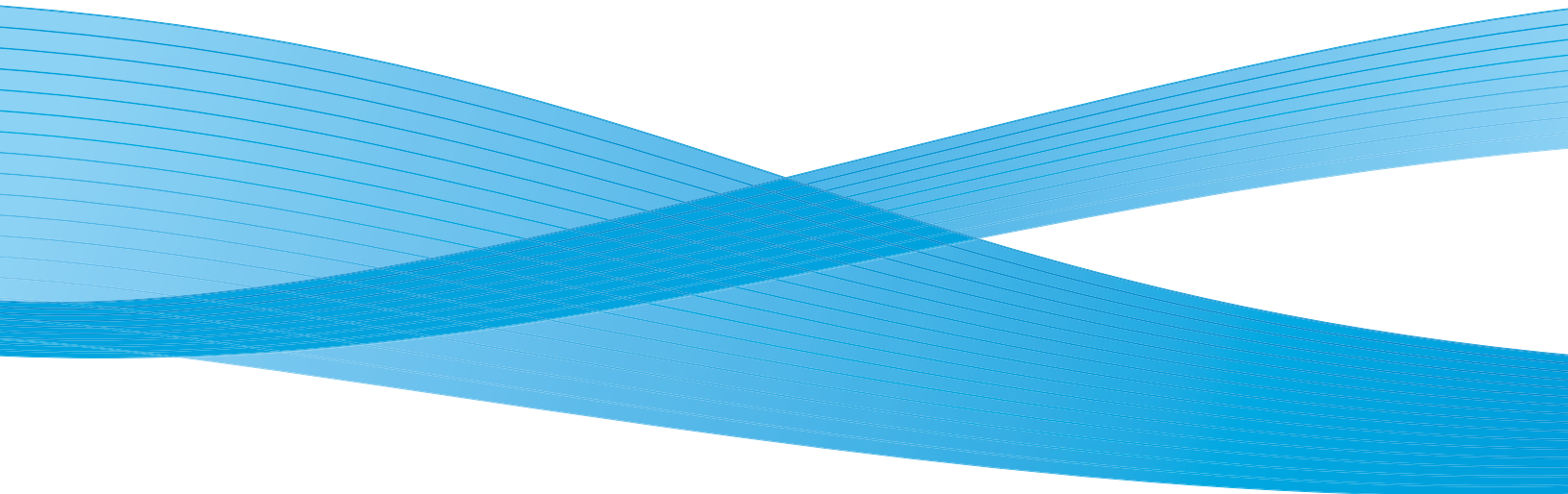


A motorcycle manufacturer needed to accelerate its document processes. Our solution was built for speed.

We drove down company-wide printing costs by 23 percent.



# When we streamlined global printing and improved publication processes, Ducati cut obsolescence... and costs.

## Challenge

Although it's a midsize firm, Ducati Motor Holding is a world leader in motorcycle manufacturing, competing with major Japanese manufacturers. Ducati's motorcycle production was increasing rapidly – from 12,000 to 41,000 bikes in just a few years.

With this dramatic success came growing pains. Among them: cumbersome office equipment and time-consuming processes. It was taking too long, and incurring too much unnecessary expense, to create communications such as user manuals, technical documentation and promotional materials. That inefficiency was rendering those materials' content obsolete almost before they were delivered.

Ducati needed a way to improve the efficiency and cost-effectiveness of its communications.

## Solution

Ducati, a Xerox partner since 2005, called us to provide high-quality production and office services to improve the efficiency of its documentation. Innovation is a value that lies at the heart of both the Ducati and Xerox brands. Each company grew around breakthrough technologies and products that bring customers new ways of living and working.

We began by conducting an in-depth, enterprise-wide assessment of Ducati's forms and printing processes. Then we consolidated the company's wide array of expensive office equipment with fewer, more consolidated, productive and cost-effective Xerox devices.

We then got to work on creating more time-efficient processes. We streamlined the authoring, translating and delivering of technical manuals and other materials, and introduced new capabilities for one-to-one marketing.

## Result

With our solution in place, Ducati reduced its number of suppliers, while improving efficiency in technical documentation. The results were quantifiable – and dramatic: we drove down printing costs by between 10 percent to 23 percent. And we reduced turnaround for user manual printing from 15 days down to one, reducing obsolescence of promotional materials.

In business as on the blacktop, teamwork is a key driver of success. Individuals are at their most effective and productive when they work together as a team, sharing ideas and learning from each other's expertise. That's exactly how we got Ducati communications back on track.



**Sector:** Vehicle Manufacturing

**Solution:** Xerox Equipment and Processes

**Client:** Ducati

**Challenge:** Make document equipment and processes more efficient and cost-effective

**Results:** Consolidated and optimized office equipment as well as cut the time and cost of producing technical and promotional materials

## The Bottom Line

For Ducati, inefficient use of document equipment and processes were incurring too much time and costs to create communications such as user manuals, technical documentation and promotional materials. With our solution in place, the

company reduced printing User Manual turnaround time from 15 days down to one, reducing obsolescence of promotional materials. That, in turn, drove down printing costs by up to 23 percent.

