MBS Textbook Exchange Benefits

“Delivering our products on time is crucial to our business,” says Flanagan. “In the past we were always getting the customers’ input materials late. Now they can get materials to us on their schedule. They just drop their documents into DocuShare folders, and our DocuTechs print the materials. Everything flows so much more efficiently through our systems now, and costly back ordering has been eliminated.”

As of January 2002, the Direct Division will give students the option of digital delivery of course packs versus hardcopy documents, allowing a reduction in cost for those who prefer receiving their course materials in electronic form.

With Xerox Content Management Solutions, “We are so far ahead of our competition,” Flanagan concludes. “That’s why we chose DocuShare and FlowPort – they were unique products that no other vendor offered.”

“Content Management Applications:
- Digitize business processes in Systems, Direct, and Wholesale Divisions
- Provide online course materials for students of institutional customers
- Manage technical changes and specifications

Content Management Challenges:
- Speed delivery and access to proposals and contracts for 3,000 client bookstores
- Provide accurate technical updates for AS/400 Point-of-Sale systems
- Eliminate costly errors
- Make information quickly available to sales reps and customers
- Speed and facilitate interactive content sharing for distance-learning customers
- Reduce paper clutter

Xerox Content Management Solution:
- FlowPort - Xerox Image Routing Software for image capture and workflow control
- DocuShare - Xerox Document Repository Software for document management, storage, and retrieval

MBS Textbook Exchange Benefits:
- Competitive advantage
- 24 x 7 access to information by MBS Textbook Exchange staff and clients
- Time-saving and better workflow control
- Reduced costs
- Better ability to meet deadlines

MBS Textbook Exchange
Gets Smart About Business
with Xerox Content Management Solutions

Xerox Content Management Solutions: Success Story
Columbia, Missouri-based MBS Textbook Exchange is the nation’s largest supplier of new and used textbooks to college bookstores. The company traces its roots to 1909 and a shelf at the University of Missouri coffee shop where students exchanged used texts. Soon, the Missouri State Company was selling books and classroom supplies to schools throughout the state. By the 1920’s, the company began to wholesale textbooks nationally—a business which grew until, by the end of the century, it was supplying textbooks to approximately 3,000 higher education clients.

Today, what remains of the original retail business is the Wholesale Division. MBS Textbook Exchange includes two additional units to serve special needs of the academic market. The Direct Division, for example, was producing and shipping tens of thousands of course packs per year, requiring a massive hardcopy scanning and distribution operation. “With our large volume of input, not every page would scan correctly, so we sometimes ended up with errors and missing pages in our documents, which was a huge productivity barrier,” Flanagan remembers.

In the Systems Division, the need for a more efficient workflow was equally urgent. “Our business was growing, and we were running out of room to put all of our paper documents,” recalls Lois Ahrens, Systems Marketing Representative. “We have a variety of spreadsheets that track things internally, and people needed instant access to them. Most importantly, our marketing reps, who sell our IBM AS/400-based point-of-sale systems to bookstores, needed to have the very latest information on models, configurations, and features. Technical information changes regularly. Updating our reps and customers by e-mail, fax, or snail mail was much too cumbersome and slow.”

MBS Textbook Exchange Benefits

Xerox Content Management Solutions have added significant value throughout MBS Textbook Exchange. In the Wholesale Division, the firm’s traditional business and largest revenue generator, FlowPort - Xerox Image Routing Software and DocuShare - Xerox Document Repository Software provide an orderly way of managing the firm’s proposals and contracts with bookstores—contracts which represent vital business relationships with some 3,000 customers.

“We’ve set up ‘Virtual Bookstores’—folders in DocuShare—for each of our clients. They just ‘drag and drop’ their electronic documents from their desktop to the DocuShare folders,” reports Flanagan.

Xerox Content Management Solutions have driven down costs and improved efficiencies throughout the company’s internal operations. “We were digging up files and faxing them to someone else who needed them,” recalls Lois Ahrens. “Now, DocuShare puts that knowledge where they can get it themselves, 24 hours a day.”

In addition to benefiting MBS Textbook Exchange customers, Xerox Content Management Solutions have increased productivity by automating the flow of technical updates for the point-of-sale computer systems they sell. And in the Direct Division, DocuShare helps manage the production and sale of course packs for a half-million students in 300 schools.

DocuShare’s capacity to manage documents and workflows has ushered in a powerful new way of content management that is both more orderly and more expansive. “From our customers’ standpoint, DocuShare makes doing business with us very easy,” says Flanagan.

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