

# BlueShip Solutions Fuji Xerox Case Study



Global giant and office products supplier Fuji Xerox selects Wickliffe's Electronic Commerce Online System (ECOS) to power Xerox Direct.

## project requirements

- Hosted e-procurement engine
- Seamless customer interface
- E-marketing platform

## wickliffe solution

- Wickliffe's BlueShip Solutions division
- Electronic Commerce Online System (ECOS)

Fuji Xerox is one of the worlds' largest suppliers of quality office products. In New Zealand the Fuji Xerox business supplies division sells consumables – largely paper, transparencies and data media – to both private and government sector clients through an operation represented in 21 locations by 13 sales people and call centre support. Fuji Xerox business supplies in April 2002 launched Xerox Direct – an online shop enabling customers to initiate and manage their own purchasing.

## putting business online

Fuji Xerox Office Supplies Marketing Manager, Richard Penny, says cost savings and protecting market share were key drivers behind the decision to launch an online procurement facility for Fuji Xerox customers.

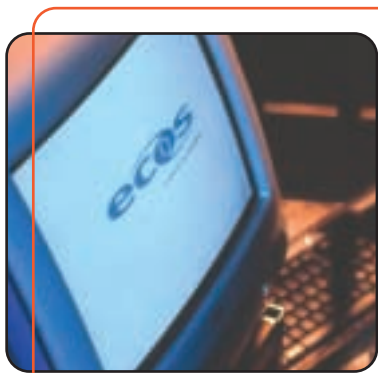
"The business is largely run through a call centre. The more pressure we can take off the call centre, the better. We also wanted to protect our market share. More and more customers require the ability to transact online, so if we can't offer that they will go somewhere else. For us to grow or even maintain our position in the market it was important for us to offer that service."

## ecos – the right fit

The flagship product of Wickliffe's BlueShip Solutions division, ECOS is a hosted electronic procurement system, providing both buy and sell-side solutions. A Java-based application, ECOS provides Fuji Xerox with a procurement engine that is seamlessly integrated with Xerox Direct's web store.

Currently run on a Webshpere IBM iSeries platform, ECOS's functionality and competitive pricing model were key factors in selection, says Mr Penny. "We had an existing relationship with Wickliffe, but as we became more interested in going online it was apparent that Wickliffe had a good system. When we started talking about prices we went to market and benchmarked ECOS against other products. We also considered other procurement service offerings and building a system

from scratch. But Wickliffe had a very competitive offer. Because part of their business is similar to ours the structure of ECOS was already set up for what we wanted it to do, so major customisation wasn't required."



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**Richard Penny**  
Fuji Xerox Office Supplies  
Marketing Manager

## doing the business

Launched in April 2002, Xerox Direct currently manages 300-400 orders per month. The company is aiming to generate 25 percent of its revenues through the site by the end of 2002.

The platform has also helped kick start better electronic communication with customers, says Mr Penny. "We hadn't been particularly good at collecting and managing email addresses from customers. Our processes were very manual and we therefore relied a lot on direct contact and traditional direct marketing activity, which was costly.

"We're now getting in the position to communicate online, manage promotions through the web site and engage in email marketing. We can now market more cheaply to a bigger chunk of customers. It is another marketing channel for us."

The beauty of a hosted solution Xerox Direct is a standard online shopping model in which

Xerox account customers register online and access catalogues with specifically negotiated pricing. Web store functionality manages acknowledgements, approvals, cost centre billing and fulfilment, providing customers more control and convenience.

Xerox Direct contains embedded links to ECOS, which has identical Xerox Direct "skins" so the customer experience is consistent. ECOS manages individual catalogues and order processing, which sees XML-based fulfilment information sent back to Xerox Direct and integrated with Fuji Xerox's ERP system, Despatch One.

The beauty of hosted procurement is that it is transparent and maintained by Wickliffe, says Mr Penny. "A certain amount of integration is required to ensure our backend system talks to the front end, but hosting was still the best option. We have a big IT department but we were reluctant to invest in developing a system of our own. We also could have spent a lot of time customising an off-the-shelf system, but ECOS was the best option."

The other advantages are speed of implementation and payment, says Mr Penny. "It took only three months to get up and running with a pilot. Payment is based on an upfront 'customisation/integration' fee and ongoing payments based on site revenue - so you avoid a prohibitive upfront cost."

## blueship

BlueShip Solutions is Wickliffe's technology solutions group, which specialises in implementing and supporting ECOS buy-side and sell-side procurement solutions.

BlueShip Solutions Business Development Manager, Warrick Dodds, says ECOS, which began in 1999 as an online ordering system for printed items and office products, has evolved into a highly sophisticated e-commerce solution.

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**Warrick Dodds**  
BlueShip Solutions Limited  
Business Development Manager

