



Corporate Express Achieves a 430% Return On Investment with Unify NXJ

Corporate Express provides a range of products and services that improve the business efficiency of their customers, including office supplies, furniture, computer imaging supplies, software, document and print management, and promotional products. With a central distribution facility outside of Paris and local sales offices throughout France, Corporate Express produces hundreds of prepared orders and thousands of dispatched parcels daily.

As part of its commitment to a high level of customer service, Corporate Express is embarking on a series of Web initiatives to better support their customers and reduce operating costs.

Challenge:

Because their customers depend heavily on Corporate Express' goods and services to run their businesses, Corporate Express wanted sophisticated process automation for its complex, time-sensitive and data driven processes, such as supply chain management, fulfillment and delivery and transportation scheduling.

Corporate Express' goals for its Web initiatives were to increase customer satisfaction, increase order deliver accuracy, increase sales force efficiency and reduce call center expenses. To achieve its goals, Corporate Express needed to Web-enable these business processes with new Web applications and wanted to deliver these new systems on the Java platform.

Solution:

Corporate Express selected Unify NXJ for its overall ease-of-use and the ability to deliver the applications on the J2EE platform, while using their existing business application development staff.

The first application delivered was a sales force automation system for use by the Corporate Express field sales force. With

this Web-based application, each sales representative has anytime, anywhere access to customer setup, order management and entry, price lookup, and sales message retrieval.

The initial version of the sales force automation application was delivered in three days, using a team of four business application developers and with only 300 lines of code. The production ready version of the application was deployed three weeks later.

Results:

Corporate Express has eliminated 300 inbound calls to its call center per day and significantly enhanced call center processes by automating its New Customer Setup. The new Web application allows a sales representative to provide a real-time quotation while visiting customer sites; and, because the application is linked to Corporate Express's ERP system, accurate price quotes based on current contracts can be calculated and quoted in real time.



Corporate Express field sales representatives have real-time data on order processing issues such as product codes, special process, contract details, contact information, workflow status, and information on previous orders, products, quantities and dates.

With Unify NXJ, Corporate Express achieved a 430% return on investment.

"We were able to cut development time by 80% and rolled out the application into production in only 5 days. We anticipate that application maintenance requirements will be reduced by 90% by leveraging our experience of the 4GL language and the easy use of SQL queries encapsulated in Unify NXJ."

- Christian Bukisow, IT Manager

Future Development:

Based on the success of the first application, Corporate Express plans to use Unify NXJ to revolutionize the way in which its supply chain processes are managed, particularly fulfillment and delivery in the field. With the next NXJ application, each Corporate Express delivery person will be provided with a wireless device such as PDA/GSM/GPRS to track and verify the delivery while they are at customer sites.

The application will allow for management of bar code scanning and order/contract detail verification, but more importantly, will initiate, in real-time, corrections to inaccurate orders, thereby avoiding costly delays due to delivery and fulfillment errors. This will significantly reduce costs and delays, giving Corporate Express a quantifiable competitive advantage in their industry.



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