

Case Study

Malex City Copy Service



Malex
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Malex City Copy Service: Going from Good to Great

Malex City Copy Service is a Canon Advanced Office Solutions Partner based in Belgrade, Serbia. Since 1990, Malex City Copy services has been successfully importing, selling, and servicing Canon, Lexmark and HP photocopiers, fax machines, printers, scanners and multi-function devices, as well as selling consumables, accessories and spare parts. In addition, Malex offers outsourcing services and solutions that integrate Canon equipment with

Custom Systems. Malex covers the entire territory of Serbia.

Due to the many services offered, the team working at Malex City Copy service has to deal with a large number of documents on a daily basis. In order to optimize their processes and the handling of these documents, Malex chose to implement Therefore™ in 2011.

The challenge:

Providing so many services to such an extensive customer base, the company was facing the challenge of maintaining control over the many documents coming into and leaving the company. In addition, collaboration between staff was less than optimal since each department worked independently from the other. Previously, there were “a lot of calls between departments to ask questions about a customer..” and “employees had to manually walk to the file cabinet, find a document and then return it”, Marko Ivkovic, Deputy Manager explains.

Understandably, this led to delays in processing customer queries.

Moreover, this poor information flow impacted working habits within the company; information was often unnecessarily duplicated and difficult to find. As a result, time was wasted looking for and retrieving information. Thus, staff had less time for their core duties, which contributed to slow turnover rates.

In addition, the company wanted an easy way to integrate into their internal ERP system, Blue Soft, and their Logistics Management Software Kaizen, to ensure information would be securely stored and easy to find later.

Aleksandar Marinkovic, General Manager, notes

“We were looking for a multi-functional product that could do everything we needed and we found it in Therefore™.”

The Requirements:

Based on the issues previously described, Malex had the following requirements for its information management system:

- One central document repository for all types of documents
- Multi-user access to documents
- Reduce time spent searching for information
- Reduce unnecessary duplication of information
- Eliminate lost or damaged client agreements
- Integrate into Line of Business application
- Intuitive User Interface
- Ability to scan very heterogeneous documents
- Easily store, retrieve and share scanned documents
- Create numerous workflows to optimize processes



Aleksandar Marinkovic says,
“We chose Therefore™ because it met every requirement we had. It was extremely flexible and could be adapted for any situation. I couldn't believe that it did everything we needed and was so reasonably priced.”

The Benefits

Therefore™ Business Edition was integrated with the ERP system Blue Soft and the logistics management software Kaizen using Therefore™ API. All hard copy documents that come in are now scanned into the system and centrally stored using automatic indexing through barcode recognition. This way, every Malex City Copy Service employee has instant access to required documents.

Furthermore, using Workflow, documents are redirected to the correct person automatically, allowing the involved employees to work more quickly and efficiently.

In addition, thanks to the custom integration using Therefore™ API, users can do the following directly from their ERP System Kaizen:

- Open a Therefore™ search dialog to search directly in the related Therefore™ category,
- View documents in Therefore™
- Save incoming and outgoing documents to Therefore

Now, with Therefore™ all documents such as work orders, delivery notes, malfunction reports, contracts, incoming and outgoing invoices, sales orders, purchase orders, quotes and tender documents are stored in

“With Therefore™, we’re getting quality work and phenomenal customer service. I really didn’t dream it could go this well.”

**Aleksandar Marinkovic
General Manager**

a central location.

Document security has been improved as well; permissions ensure documents can only be seen by the appropriate persons and unique storage policies for various types of documents have been defined to ensure storage is secure. Automatic retention policies ensure Malex complies with legal requirements: for example, HR documents from old employees are erased after 6 months, and invoices are automatically deleted after 5 years, according to Serbian law.

By electronically processing and storing more documents, the company was able to reduce their storage, paper and photocopy costs as well.

Thanks to the intuitive and easy to learn interface, the team at Malex City Copy Services was able to work more efficiently immediately. Now, employees can process, archive and distribute documents quickly and easily. As a result, customer service has been improved, and employees are happier as well!

“We benefit tremendously from Therefore™ every day,” says Gordana Puric, Quality Manager.

“Our people gain the confidence that the documents they need are actually in the system and available to them.”

Malex City Copy Service
www.Malex.rs

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Therefore™
PEOPLE PROCESS INFORMATION