

Sindoricoh Launches New Multifunction Machine with Intelligent Content Management Features



Sindoricoh Co., Ltd
Seoul, Korea
www.sindoricoh.co.kr

Industry:

Consumer Goods

Annual Revenue:

US\$600 million

Employees:

2,500

Oracle Products & Services:

Oracle Enterprise Content
Management Suite

“Customers want an easy way to store their paper and electronic documents. We used Oracle Enterprise Content Management Suite to build features in our new multifunction machine that helps companies store and manage their corporate documents.”
– Jang Hang-soon, General Manager, Solution Sales Division, Sindoricoh Co., Ltd

Founded in 1960, Seoul-based Sindoricoh Co., Ltd is a manufacturer and supplier of office automation products, including copiers, printers, facsimiles, imaging systems, and multifunction office machines. The company has production plants in Asan and Choong Chung Nam Do in Korea and Qingdao in China. It generated US\$600 million in sales in 2007, of which 5% was invested in research and development.

Since the early 2000s, Sindoricoh has been steadily modernizing its products. In 2006, the company announced that it was transforming into a total business solutions company. The following year, Sindoricoh expanded its business model to include hardware support and services and launched the ‘My Solution’ initiative, whereby it would customize products to suit the individual requirements of customers.

The customization service included configuring a new multifunction machine to help companies streamline document management. The multifunction device incorporates Oracle Enterprise Content Management Suite, which captures and stores paper and electronic documents, Web content, and digital assets in a central, easy-to-access repository. This simplifies document storage, helps cut costs, and ensures compliance.

The Paper Explosion

Up to 42% of transactions in Korea are still paper-based. Around 9.5 million paper documents are generated each year and they all have to be kept for a fixed number of years for compliance reasons. As the volume of paper grows, many large corporations are finding it difficult to store and manage documents. An estimated 79% of Korean organizations have more than two physical locations to store documents. The cost of buying paper

Key Benefits:

- Launched a new multifunction machine with intelligent content management features
- Improved productivity by streamlining and automating hard copy and electronic document management
- Reduced paper use and cut document storage costs
- Ensured compliance by storing documents in a secure, easy-to-retrieve location
- Achieved easy integration by using solution based on SOA

and managing the storage and disposal of documents has been estimated at US\$10 billion a year. The high cost and the need to reduce paper waste has prompted many organizations to substitute paper with electronic documents, and convert existing paper documents into digital files. However, the challenge remains how to manage, store, and retrieve the documents quickly and cost-effectively.

To address this challenge, Sindoricoh launched a new intelligent multifunction machine that offered new features and could be integrated with a customer's business applications. The machine incorporated Oracle Enterprise Content Management Suite (ECM) to ensure every document printed, faxed, copied, and scanned using the device is automatically captured and stored.

Sindoricoh's Solutions Business Division is responsible for IT consulting and customizing the new multifunction machines. The division writes software scripts to be embedded into the machines, enhancing their functionality and supporting integration with applications used by customers.

Intelligent Content Management

Sindoricoh's new multifunction machine can be programmed to read barcodes, change file names, and encrypt files. It includes a Software Developer's Kit (SDK) that allows the machine to be integrated with a company's IT infrastructure, including business intelligence, customer relationship management, and enterprise resource planning systems. This ensures all digital content and paper and electronic documents generated by these systems are captured and stored. External communications such as faxes are now e-mailed to recipients after electronic records are made.

"By incorporating Oracle ECM into our intelligent multifunction machines, companies can improve productivity by automating document management processes," said Jang. "It will be much easier to capture, manage, store, and retrieve digital and hard copy content. As a result, companies can expect to reduce paper use and document storage costs, and ensure compliance."

Sindoricoh is now developing more document management features using Oracle ECM, including contract management; mass document scanning, and indexing and storage.

Why Oracle?

Prior to developing the new multifunction machine, Sindoricoh surveyed customers to determine which functionalities were the most important to their business. At the top of the list was managing scanned documents. Based on the results, Sindoricoh decided its new machine had to incorporate a feature that stored scanned documents in a central location for easy retrieval.

“We chose Oracle ECM based on the software’s flexibility and ease of use,” said Jang. “It is a complete content management solution incorporating hard copy, Web content, digital assets, and records management. Oracle ECM is based on service oriented architecture, which makes it easy to integrate with other applications. Finally, the software utilizes the robust security and data management features of Oracle Database.”

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