

CUSTOMER SUCCESS



**Paints**

ICI Paints

A strategy to make the complex simple



*"From our experience of Columbus DW and our existing relationship with Macro 4, I was confident that they would deliver the solution to address our needs."*

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**CUSTOMER CHALLENGE**

- Replace an aging production printer with lower-cost multi-functional devices
- Reduce the costs of manual intervention in production printing
- Save further costs by introducing auto-mailing and electronic report delivery

**SOLUTION**

- Document management – output management and online report distribution

**KEY BENEFITS**

- Significant cost savings by redirecting production print to distributed devices, eliminating the requirement for a new production printer
- Lower print volumes and associated costs as reports can be viewed online
- Less complexity, time and manual effort involved in printing and mailing



ICI Paints is a leading manufacturer of paints and coatings and has a strong presence in many geographical markets across the world. With their headquarters in Slough in the UK, they have manufacturing plants in 24 other countries and employ over 26,000 people worldwide. ICI Paints holds market leading positions in many countries in which it operates, with well-established brands such as Dulux, Cuprinol, Polyfilla, and Hammerite.

**The challenge**

ICI Paints in the UK, France and Germany currently runs the BPCS ERP system on an IBM iSeries platform. They originally printed large volumes of reports for internal use, as well as customer invoices, purchase orders and other business critical items, all at their head office in Slough.

Output was generated in AFP format, which required a specialist, dedicated production printer. In addition, much of the print requirement was produced during the night shift, and required manual intervention to schedule and sort jobs for distribution. So it carried high operational costs.

ICI Paints faced two options. Either they would replace their aging AFP production printer at a significant investment and generally keep their processes very similar to the way they were. Or they would consider a way of transforming output from the iSeries to make use of industry standard, multi-functional printers, which were starting to be deployed across their UK offices.

The project carried a number of objectives:

- Replace ICI Paints’ existing, high volume AFP production printer, that was approaching end of life, with devices with a lower cost of ownership
- Avoid the need to employ a high-cost shift worker to print all the invoices and reports overnight

“The solution from Macro 4 allowed us to do things beyond the original scope of the project.”

**Ian Wallace**  
Project Manager,  
ICI Paints

**Why Macro 4?**

ICI Paints felt confident in choosing Macro 4 as their solution provider because of Macro 4's:

- Excellent existing relationship with ICI Paints
- Solution flexibility
- Experience in this area of the market
- Responsiveness to ICI Paints' specific needs
- Willingness to progress and implement



- Realize significant cost savings by using existing auto-mailing equipment at ICI Paints' Altrincham site in place of manual mailing and inserting envelopes in the mail room.
- Consider the electronic delivery of internal reports to users, instead of printing them – ICI Paints already used Macro 4's Columbus DW document warehouse solution, and saw that it could be utilized to make further savings as well as reduce paper consumption.

**Macro 4 solution**

Ian Wallace, of ICI, was the Project Manager for the Deep Water Project. Discussion with Macro 4 at a user group event gave Ian Wallace the confidence that Macro 4 had a solution not only to meet the immediate requirement, but that could also provide ICI Paints with a whole new strategy for printing.

After initial engagement and agreeing on the scope of the project, Macro 4 successfully implemented a solution incorporating its Columbus OM output management software, together with Adobe software for document formatting, and extending the use of Columbus DW for online reports and document archiving and retrieval.

The Deep Water Project was delivered using a phased approach. Each stage was able to deliver tangible cost benefits, with significant advantages over ICI Paints' previous approach. For example, Columbus OM could reliably convert AFP from the iSeries to PCL print format, allowing ICI Paints to replace their existing AFP production printer with industry standard multi-functional printers.

Columbus OM was also configured to recognize invoices which could be processed through the auto-mailer [up to 8 pages], and route these to be printed in Altrincham. OMR marks were also added to each document to enable this equipment to be used effectively. Up to 75 per cent of ICI Paints' daily invoicing requirement could then be completed in a single, automated process.

The solution provided ICI Paints with a full audit trail and tracking capability for printed jobs and individual documents and offered the flexibility to send print jobs to standard PCL printers anywhere in the company.

**Benefits to ICI**

Significant cost savings were generated by:

- Replacing the production printer with standard units and reducing printer maintenance costs
- Moving from pre-printed stationery to plain paper
- Reducing the print requirement by making reports and documents available for online retrieval from Columbus DW
- Reducing manual processes involved in inserting and mailing the invoices
- Increasing availability of printers and backup devices as ICI Paints gained the ability to route print jobs to many office printers and no longer relied on just one production printer
- Extending the solution to other sites, enabling ICI Paints to adopt a distributed print strategy to utilize other print operations outside of the ERP department

- Reducing the complexity of the daily printing operation, so that it took less time to complete and removed the need for dedicated print operators
- Integrating Columbus OM with Columbus DW, allowing ICI Paints to implement electronic delivery of reports to users, with fast electronic retrieval and powerful search facilities. This reduced overall print volumes and paper waste
- Using document composition software in conjunction with Columbus OM to add OMR marks to invoice documents and reduce the use of AFP. This also enabled ICI Paints to provide a solution for double-sided printing, hence avoiding the need to use pre-printed stationery with purchase orders
- Removing the dependency on AFP printers, to quickly allow users at other international ICI sites, in places as far away as India and Poland, to print jobs from the ERP system and have them produced on their local printers

*Note: ICI, The ICI Roundel, Dulux, The Dog device, Cuprinol, Polyfilla and Hammerite are trade marks of ICI.*

## About Macro 4

Macro 4, a division of UNICOM Global, develops software solutions that accelerate business transformation. Macro 4's cross-platform enterprise information management solutions make it easy for companies to go digital, personalize customer communications and unlock the value of their corporate content. Macro 4 solutions for application lifecycle management, session management and performance optimization are used by many of the world's largest enterprises to modernize their mainframe applications and development processes. UNICOM Global operates across all geographic regions and offers deep in-house resources and flexible IT solutions to customers worldwide.

**For more information on Macro 4 products and services visit [www.macro4.com](http://www.macro4.com).**

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