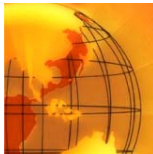




**“We have found in Xerox the solution for automating Fiscal Documents printing process, reducing our production costs and time.”**

*Washington Cabral – Coca-Cola's Manager*

## Case Summary



### RJ Refrescos - Coca-Cola

#### Industry

Food and Drink

#### Geographical Presence

Rio de Janeiro state as one of the 39 bottling companies, which work as Coca-Cola franchisees and are run by 16 independent entrepreneurial groups all over Brazil.

#### Focus on the Business

Processes Automation

#### Solution Summary

Automation of Invoices, Notes, Load Receipts and Dispatch Notes printing process

#### Results & Advantages

60-percent reduction in invoices printing time

Document automation, processing, binding, and stapling done automatically

1.4 million fiscal documents printed a month

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## Automation of Fiscal & Shipping Documents process at RJ Refrescos- Coca-Cola

RJ Refrescos, one of the main Coca-Cola bottlers in Rio de Janeiro, has achieved major productivity improvements and cost reductions resulting from a re-engineered document management & printing solution developed by Xerox. A total of 1.4 million documents are produced more quickly and easily every month at the company, optimizing its processes to generate and distribute invoices, notes, load receipts and dispatch notices.

#### Key Customer Benefits

Besides the more effective presentation of information, simplified process and the significant reduction of printing costs through the new system, the new laser technology environment has also enabled the implementation of documenting processes based on barcodes, achieving a faster product distribution throughout the whole state of Rio de Janeiro.

The main drivers for automating fiscal documents printing process were:

- Ensure higher productivity regarding invoice issuance;
- Automate truck's product loading/assembly, review and authorization;
- Combine data from different documents in a single document to the client;
- Add personalized messages on invoices;

#### The Solution

The Xerox re-engineered solution consists of **STARJET** document management software tools plus Xerox production & distributed printers. four DocuPrint 75 and two DocuPrint 4525 high volume digital printers, operating at a 75 page-per-minute (ppm) speed and 45 ppm respectively, started producing all its invoices, receipts and dispatch notes using laser technology, instead of the previous matrix printer park, in two higher-volume distribution centers.

**StarJet** software creates an inventory of forms and invoices templates. **StarJet** then obtains required information directly from the company's legacy computer system and integrates this variable data with the desired form or template. Composed integrated documents are dispatched to one of the Xerox printers in different locations to printing file and bind several documents according to Coca-Cola's delivery schedule, bringing the following advantages:

- 60-percent **FASTER** fiscal documents printing time;
- **Elimination of the prior manual document integration process**, putting an end to the need of separating carbons from documents, and automatically grouping documents with multiple copies printed separately for different purposes;
- **Reduction of costs** associated with the printing and storage of high volumes of preprinted forms made by outside publishing companies, making it faster and simpler to make alterations in any applications by using electronic form technology.
- **Creation of marketing messages** sent to clients incorporated in selected documents
- **Easier and simpler** set of documents for the client to understand it.