

# Retail Case Study Advance Auto Parts



CUSTOMER	Advance Auto Parts
BUSINESS SEGMENT	Retail
PRODUCT	Mono Printer: <b>(B6300)</b>
CHALLENGE	Inefficient multi-part forms Rugged, confined office environment Upgrade and standardize print devices
SOLUTION	Fast, high-volume mono printer Durable and compact design Preconfigured settings and web portal access for efficient service and support



**B6300**

# Case Study

## CUSTOMER BACKGROUND

Advance Auto Parts, Inc. is a do-it-yourself and professional installation automotive business with more than 3,400 stores nationwide. The automotive aftermarket industry has long relied on impact printers to produce its multi-part forms. Advance Auto Parts prints full-size receipts that detail every part purchased by a customer, which amounts to between 1,000 to 2,000 pages per month, per each store location.

### CUSTOMER

**Advance Auto Parts**

### BUSINESS SEGMENT

**Retail**

## THE CHALLENGE

Advance Auto Parts forms were becoming increasingly inefficient, and the company had a goal to replace its multi-part forms with a solution that delivered faster printing and lower total cost of ownership. Due to limited counter space, the printer also had to be compact and durable enough to withstand heavy use and exposure to grease and residue.

The customer was already using electronic forms (e-forms) and had been using mono printers in some stores, while others were still transitioning from impact devices. To help the customer upgrade and standardize their printers from impact devices, the printer had to offer plug-and-play capability with dot matrix emulations. Additionally, internal departments were handling printer failures and subsequent return shipping processes, wasting time and employee resources.

## THE ADVANCE AUTO SOLUTION

OKI Printing Solutions' initial recommendation to Advance Auto Parts was the B6300 digital mono printer, with a time to first page of just 9 seconds. The fully enclosed paper tray and rugged design ensured that the B6300 could withstand the rugged office environment. The high-volume paper tray and toner capacity of up to 18,000 pages reduced the level of user intervention, freeing staff resources. Also, the printer came standard with dot matrix emulation, which ensured an easy transition for the customer.

OKI Printing Solutions developed a web portal to centralize the management of all technical issues and warranty exchanges. With so many locations, it is important for Advance Auto to be able to effectively manage and service each one, and OKI Printing Solutions' web portal provided easy management. Further, the product was pre-configured with settings and paper tray commands so it integrated seamlessly with their existing network and easily replaced the incumbent printer. This customization eliminated a significant number of calls to the internal help desk. OKI Printing Solutions rounded off its superior customer service offering with an overnight warranty exchange to ensure minimal business interruption.

## CONCLUSION

Advance Auto discovered an efficient and dependable solution to achieve its goal of improving productivity and profitability by eliminating multi-part forms. By eliminating multi-part forms and becoming more self-reliant in managing its devices company-wide, Advance Auto has succeeded in lowering its print operating cost. Advance Auto continues to experience what it means to be an OKI Printing Solutions customer.