



INDUSTRY: MANUFACTURING HOME IMPROVEMENT AND CONSTRUCTION TOOLS

Customer Profile:

Based in Japan, this Loftware customer is a \$4 billion, publicly-traded company with more than 23,000 employees. Rapid growth has been marked by multiple acquisitions of iconic brand name products spanning power equipment, floor care appliances, solar-powered lighting and electronic measuring devices.

Objective:

A major indication of the customer's chief objective was that corporate compliance managers attended every meeting at which Loftware technology solutions were presented and discussed. A series of brand name acquisitions in combination with a period in which major retailers, such as Wal-Mart, imposed new product labeling prerequisites, positioned the customer in immediate need of a global, standardized labeling solution for their mobile supply chain. Earlier, in a first step, the customer's U.S.-based operations implemented Oracle as a first stage in standardizing the global business applications of its multiple acquisitions.

Customer Requirements:

The customer required a centralized labeling system under corporate authority, tightly integrated with Oracle, with an ability to generate both standard barcode and RFID smart tags. Experiencing frequent product returns of mislabeled products, the customer required a solution that would minimize or eliminate the fines imposed for returned product and the tremendous cost in time to isolate the cause or mislabeling events at multiple manufacturing operations, producing scores of distinct products, worldwide. This customer also had very specific labeling language requirements stemming from its location of multiple distribution centers worldwide shipping product to leading retail operations globally.

Result:

The combination of the Loftware Print Server (LPS) Premier and the Loftware Connector for Oracle – both based in North America – now drives label printers located at manufacturing sites throughout the world for this customer. Under the complete control and authority of the centralized LPS, the customer's business users of the labeling solution can create,

Company:

Japan-based, publicly-traded \$4 billion organization with 23,000 employees worldwide and direct operations throughout Europe, Australia and in North America where it is the market share leader in home floor care solutions.

Business:

Manufacturing

Product:

Power equipment, floor care appliances, solar-powered lighting and electronic measuring devices

Scope:

Worldwide

Solutions:

- LPS Premier
- Loftware Connector for Oracle®
- Professional Services



validate, and deploy compliant labels to any destination and in keeping with the ultimate retail destination of the consumer product – all while optimizing their investment in Oracle.

Connector technology from Loftware, including the Loftware Connector for Oracle, is a last-mile ‘connectivity bridge’ from business applications to label systems and printers anywhere in the world. No custom programming is required, minimal effort is required for application integration, and print requests can be made independent of printer languages and compliance mandates... they need only specify the label format, the associated label data, and the target printer. In short, the Loftware Connector along with the LPS performs the ‘heavy lifting’ of translating the print request and carrying out the barcode or RFID smart label printing process.

Value and Benefits:

This case study is a primary example of how top brands and market share leaders can experience a significant competitive disadvantage simply over an ability to reliably print an appropriate product label. No matter the quality of the product, in today’s supply chain, if the goods produced are not accepted at their ultimate destination – such as at a major retailer due to label insufficiencies – additional expenses draw from the bottom line.

INDUSTRY:
MANUFACTURING

HOME IMPROVEMENT AND
CONSTRUCTION TOOLS