

Play

Unified appearance of business cards. Centralization of purchases made by franchisees.

Play is one of the four big mobile phones operators in Poland, using EGSM 900, UMTS 900 and UMTS 2100. Play network has been granted 14.1 million phone numbers. Currently it is the only big player in the saturated Polish telecommunications market which reports significant growth of sales.



About us

Enaf Sp. z o.o. is a leader of personalized business prints in the Polish market. The company owns its success to launching modern Internet technologies dedicated to purchasing processes optimization. The 5x9online System enables automation of production preparation processes, eliminates a painstaking approval process and misprints correction as well as forces uniform prints production standards.

Challenge:

1. Reducing the costs;
2. Shortening the orders lead time
3. Ensuring visual conformity of all products regardless of a given point of sale localization;
4. Placing business cards orders directly by points of sale;
5. Preparing products for further distribution in line with the Company's procedures

Solution:

1. Launching the 5x9online System as the purchasing centralization tool;
2. Grouping orders placed by independent entities operating on a franchising basis;
3. Producing prints in one place and implementing unified production standards;
4. Giving the franchisees and Company's dealers access to the system;
5. Forcing procedures for the system users that guarantee appropriate logistics of orders.

Results:

1. Decreasing prices and optimizing production of orders due to economies of scale;
2. Shortening the order lead time from 14 to 5 days;
3. Decreasing the number of misprints complaints;
4. Releasing the Marketing Department at HQ from proceeding orders allowing them to focus on the controlling/verifying aspects;
5. Placing orders directly by interested people and entities with the guaranteed delivery time;
6. Putting the internal distribution processes in order and eliminating erroneous deliveries.

Before commencing our cooperation, Play used services of a business cards producer provided by an advertising agency. The agency took care of the production quality, however, the process of collecting orders, approving and producing them was very time consuming. One of the issues was two ways of counting the production lead time – sometimes it was from the day of sending the order by e-mail, on the other occasions it was the

day when the order was approved for printing. Franchisees used services provided by numerous printing houses that interpreted the Company's CI guidelines in various ways, what in turn resulted in significant differences between prints. Therefore, there was a demand to unify the production standards parallel to reduction of the order lead time.

One of the challenges that we faced during the 5x9online System implementation was forcing appropriate formatting of entered text so as to achieve full consistency with the Customer's CI guidelines. Our response was enhancing the system by means of introducing advanced functionalities of laying out and moving text between lines assuring the lay out repeatability of various prints.

Another point we needed to address was a high staffing fluctuation within the unique structure of sales networks scattered around the country. In such a situation it was necessary to work out a solution how to prevent frequent cases of system password losses or transferring them to new employees. It turned out that

the answer to this problem was the system access authorization based on e-mail verification as well as limiting the access only to selected products. When a new employee needs to place an order, they log into the system. However, they are not granted the access immediately, but they are sent a link by e-mail that gives them limited access to the system. Nevertheless, they are able to choose products, enter data and add them to the cart. Then orders are approved by the Marketing Department employees at HQ and sent to production. At the same time, each order added to the cart has the delivery address and appropriate reference number assigned automatically.

All deliveries are sent to the Company's HQ where prints are added to other materials ordered by points of sale and franchisees. Each box has the delivery address and reference number on it what makes it easier to verify its final destination.

All the solutions prepared for Play are also available now to other customers and are used as the standard

ones by many of them. While the language functions are practically unnoticeable for the users, the system access authorization based on e-mail address verification has been developed further as a direct access module for companies with scattered structures has been created.

Final benefits:

- shortening the order lead time;
- supporting the internal logistics of a company with scattered structure by means of an appropriate way of addressing deliveries;
 - decreasing the costs due to economies of scale;
 - organizing deliveries well thanks to setting fixed realization schedules;
 - improving the production quality and unifying standards for all recipients;
- relieving the Customer's Marketing Department of activities connected with print preparation and simplifying its controlling responsibilities.



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