



# smartOutput

## Gordon and Gotch Case Study

### The Business

Gordon and Gotch distributes the largest range of magazines in Australia, and provides this service to over 300 publisher clients through over 8000 retail outlets. Over 190 million magazines are distributed into the Australian marketplace each year, which has a total retail value of over \$600 million.

Gordon and Gotch has an extensive database of approximately 3400 different magazines, across a broad range of categories and each month their warehouses around Australia distribute over 17 million magazines. Total staffing is approximately 420 people.

### The Challenge

Magazines are provided by the publisher to the retailers on a sale or return basis meaning that only magazines sold in the period are chargeable and those not sold are returned without charge. The delivery and return of these items produces significant amounts of documentation.



***“Our speed of response to the customer queries basically disappeared. Immediate responses meant better cash flow and more informed accounts staff. Redmap was simple to implement and requires very little effort to maintain.”***

Trevor Russell, System Developer at Gordon and Gotch

*document management system*

Each month in excess of 750,000 documents that require archiving to track these deliveries. Prior to the implementation of Redmap these records were stored long-term on microfiche:

- Double storage costs – the documents were stored in paper form for a period of time and then sent to be microfiched;
- Hard cost of microfiche supplies and storage;
- Slow location of file whilst in paper format;
- Lost documentation; and
- Delays in retrieving the microfiche from storage.

At the end of each month an audit of these records must be undertaken so that accounts may be settled, which requires the matching of the delivery documentation with the return documents.

## The Solution

The delivery documents are generated from the ERP solution – JD Edwards. One copy is output to the warehouse to assemble the order for delivery and the other electronically archived in the Redmap software, which cut down paper use by 50%.

The deliveries are made and the documentation is returned to regional distribution posts. The documents are scanned and sent back to HQ eliminating the need to hardcopy mail the documents back. Scanning the documents matches the returned documents to originals output from JD Edwards. This matching of the documents provides an exception report to identify any unreturned delivery documents.

At the end of each month the retailers provide the return documents to Gordon and Gotch

All documentation is archived in a web accessible archiving solution from Redmap. It provides Gordon and Gotch employees with immediate access to the documents meaning account queries may be responded to with a simple search whilst the retailer is on the phone.

## Results

Gordon and Gotch now have well in excess of 40 million records under management, if stored in paper form this would require 5,000 traditional filing cabinets or \$XX worth of microfiche. Searches for records in the store take less than 10 seconds.

The tangible return on investment includes:

- Less time spent matching records and searching for missing delivery documentation;
- Less paper output;
- Less time spent filing paper documents and committing the documents to microfiche;
- Lower storage costs for paper and microfiche; and
- Mitigation of postage and delivery costs shipping paper records from remote office to HQ.

*document management system*