

POWERFUL PERFORMANCE FROM SMALL SPACES

Company name: Y Restaurant
Industry: Food Service
Services: Operating and managing restaurants



Objective

- To enhance document process between stores and headquarter
- To improve work efficiency at small spaces

Approach

- To install A4 multi-functional printers for stores
- To transform a paper workflow to digital for application

Benefit and Results

- Achieved productive workflow of application
- Led efficient document management and cost control

Challenges

- Transforming print workflow to digital for productivity
- Increasing communication expenses due to application via fax

Solutions

- DocuCentre-VII C5573
- DocuCentre-VII C2273
- DocuCentre-VII C3373
- ApeosPort-V C3320
- Cloud management software

ABOUT Y RESTAURANT

Founded in 1968 and currently has 40 restaurants and around 1,500 employees to operate and manage them in the central Honshu area in Japan (as of September 2023). It aims to “provide a rich and happy mealtime experience” and grow as a community-based restaurant.

STARTED FROM A REQUEST TO REPLACE DEVICES, BUT FUJIFILM BUSINESS INNOVATION CONSIDERED WHAT THE MOST VALUABLE FOR CUSTOMERS IT IS

In 2018, Y Restaurant was planning the replacement of multi-functional printers (MFPs) which are for its headquarter and factory. FUJIFILM Business Innovation participated in the competition to win a deal with Y Restaurant. While other competitors proposed A3 MFPs to replace for its headquarter, factory and restaurants additionally, FUJIFILM Business Innovation considered and discussed whether A3 MFPs surely fit for its restaurant space. To confirm its business challenges, FUJIFILM Business Innovation had an interview with 3 managers of Y Restaurant. In the interview, FUJIFILM Business Innovation heard that Y Restaurant needed to transform the current paperwork to communicate between the restaurants and headquarter more simply. Furthermore, FUJIFILM Business Innovation decided to visit all locations of restaurant and factory and asked how they use the existing devices in daily works. After visiting and having a conversation with the customer, FUJIFILM Business Innovation concluded that A3 MFPs are not suitable to put in a backroom of the restaurant. FUJIFILM Business Innovation also found the issue of customer workflow between restaurants and its headquarter. They mainly utilized fax to communicate, however it cost many expenses to send a notification and it could not reach to headquarter due to the line busy during the end of the month as all restaurant owners sent the sales report via fax. Y Restaurant also had a challenge which is complicating patterns of paperwork from paper form submission, approval, record and storage. For decreasing paperwork and focusing on the main service to achieve its mission, FUJIFILM Business Innovation provided

the proposal which is the most valuable for Y Restaurant.

THE COMBINATION OF THE POWERFUL A4 MFP AND CLOUD MANAGEMENT SOFTWARE CAN MAKE THE CUSTOMER MORE PRODUCTIVE

FUJIFILM Business Innovation recommended DocuCentre-VII C5573, DocuCentre-VII C2273 for its headquarter, DocuCentre-VII C3373 for the factory, and a A4 MFP, Apeos Port-V C3320 for the restaurants.

In an investigation to know the pattern of application forms Y Restaurant utilized, it realized that there were 101 kinds of documents and around 80% documents were sent via fax. Due to the paperwork flow, an applicant could not track the status and it takes more lead-time as an approver could confirm with the only physical document. The headquarter also needed to restore many documents after the application workflow has been completed. The documents were not shared with the employees of any sites since all inquiries came to the headquarter and it was required to find the accurate form from the pile of documents. It takes massive workload for the staffs at the headquarter.

By changing the paper workflow from fax to digital such as creating a form, submitting a data to approvers, and storing documents, FUJIFILM Business Innovation believed that the line busy, the cost of communication expense and paper, and the workload of document management can be decreased. For setting up the approval process, Y Restaurant was recommended cloud management software with functions of document sharing and storage.

The cloud management software can set the workflow for approval, since it enables the staff to apply, approve, track and search each application easily. As the workflow can change from paper to digital, managers of each site can review applications anytime and anywhere.

Additionally, Apeos Port-V C3320 has not only a compact size but also multi-talented functions. This device fits the backroom of the stores which has a small space and meets the customer's requirement for printing, scanning, connecting cloud management software. This proposal to transform the workflow could satisfy customers and FUJIFILM Business Innovation won the competition.

BY DEEPLY INVESTIGATING CUSTOMER'S SITE AND WORKFLOW, FUJIFILM BUSINESS INNOVATION COULD PROVIDE THE BEST SOLUTION TO THE CUSTOMERS

The cause of victory is that FUJIFILM Business Innovation tried to perceive customer's business challenges by visiting, seeing customer's sites, and asking daily works and business challenges. These enthusiastic actions led to the best proposal and built a valuable relationship with the customer.

This proposal is awarded as the top case study of FUJIFILM Business Innovation and utilized by many customers who have stores in each area and business challenges about paperwork.

To realize Y Restaurant's mission, "provide a rich and happy mealtime experience", FUJIFILM Business Innovation contributes to the customer to increase time for building customer engagement with the new working style.