

CASE STUDY

ST. SUPÉRY WINERY

Lanier helps winery produce education and marketing materials in-house

Document Management Challenges

- Produce a variety of full-color education materials
- Improve productivity in a growing business
- Upgrade analog and stand-alone digital devices

Located in the heart of California's Napa Valley, St. Supéry Winery makes handcrafted wines from traditional Bordeaux grape varieties. The winery started production in the late 1980s, and since then has carved out a niche for itself with a singular mission: offer rich, complex and approachable wines that will not intimidate everyday consumers. This sense of purpose is evident in St. Supéry's line of Cabernet Sauvignon and Sauvignon Blanc wines, as well as its friendly, open facility and a staff dedicated to taking the mystery out of wine-making and wine-drinking.

To do this, the winery produces a wide range of educational and marketing materials for customers and distributors, including tasting notes, sell sheets and other point-of-sale pieces, flyers, newsletters, event posters and fulfillment items for wine club members.

"With the Lanier system in house, we can be proactive instead of reactive. That is a significant advantage in terms of cost and our time."

*- Steve Otterbeck,
St. Supéry CFO*

Supéry felt the time was right to make a jump from their current digital copier and auxiliary analog systems to a fully connected digital environment. Already a Lanier customer for five years, the winery called in the Lanier sales team to perform a DOCutivity® analysis and recommend a course of action.

These high-quality documents are created in-house by the marketing team, often on extremely tight deadlines. In addition, like any growing business, St. Supéry produces a wide range of conventional business documents. Which is why the executives at St.

Recommended Solution

- Lanier 5645 Digital MFP for copying, printing, fax and scan
- Lanier 5813 Digital Color Copier for full-color output
- Network connectivity for workgroup access

The initial DOCutivity analysis revealed several important facts. First, that everyone at St. Supéry — from marketing to human resources to accounting — would benefit from a black-and-white digital multifunction product connected to the LAN for workgroup-level copying, printing, faxing and scanning. The recommendation was simple: a Lanier 5645 Digital MFP with network printing, faxing and scanning.

What the Lanier team also confirmed was that St. Supéry was outsourcing all of its color printing at a considerable cost. The winery estimated that a significant number of these jobs — about 100,000 copies annually — could be done on a digital color copier. However, it was not until the Lanier team enumerated the "soft costs" that St. Supéry was sold on the idea of adding a Lanier 5813 digital color copier to the marketing department.

Soft costs are essentially benefits in productivity. At St. Supéry, they included the ability to edit marketing materials on the fly and produce new versions instantly, instead of sending a new file to a printer. Soft costs also included on-demand printing, where St. Supéry runs exact quantities of tasting notes and sell sheets.

"Both of these capabilities are critical for St. Supéry, because the marketing of wine is extremely time-sensitive," said Steve Otterbeck, CFO for St. Supéry. "Distributors and consumers need to know all about our latest offerings, and the information changes as we win awards or reviews get

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published. With the Lanier system in house, we can be proactive instead of reactive. We can print however many copies we need today, instead of printing 5,000 to get a price break and then not using 4,000 of them. That is a significant advantage in terms of cost and our time."

Measurable Results

- Nearly doubled annual color copying output
- Created wider variety of education and marketing materials
- Improved productivity by 25 to 30%

As it turns out, St. Supéry underestimated the number of color copies they would be running with the Lanier 5813 in place. In the first month alone, the marketing department ran 30,000 color copies — nearly one-third of the estimated annual total. After one year of usage, the total number is nearly double what the marketing group expected.

"Having the Lanier color copier in house has opened our eyes to some new opportunities," said Marketing Coordinator Bill Smart. "We don't have to worry whether a piece will be cost-effective to outsource. We just run it and get it out. Right now, we're doing a lot of 'hot sheets' for new wines, as well as a newsletter for our 1,700 wine club members."

Smart believes the cost savings from running color jobs in house is between 25 and 30%. What's more, both Lanier systems have performed well running some unique paper stocks, including a laid paper used for labels, an uncoated sheet for letterhead and other heavy grades. He attributes this to the multiple training sessions the Lanier team offered during installation.

"Front-end training is important for color copiers, because the initial learning curve can be quite high," Smart said. "We're developing high-end handouts and other full-color materials, and that requires some expertise. The Lanier team spent a great deal of time working with us on both of our new systems, so we can maximize our productivity while lowering costs."

*For more information about
Lanier document management solutions,
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Lanier Worldwide, Inc.
2300 Parklake Drive NE
Atlanta, GA USA 30345