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## Fujifilm Recording Media Division

### The Company Store

*The Company Store is a corporate Intranet site which allows sales representatives in the field to order product literature, premium gift items and company forms.*

The screenshot shows the Fujifilm Company Store interface. On the left is a blue navigation sidebar with the Fujifilm logo and a list of menu items: My MediaSource, Company Store, Product Profiles, My Customers, My Pricing, Corporate Forms, My Calendar, My Messages, My Backorders, Special Pricing, Suggestion Box, My Leads, Bid Desk, and Help Desk. The main content area features a cardboard box with a red diamond warning sign that says "WARNING! WILL CREATE EXCITEMENT AND DRIVE SALES". Below the box is a welcome message: "Welcome, Diana Demarest." To the right of the box is a search section titled "Company Store" with links for "SHOP | MY ORDER | CHECKOUT". It includes two dropdown menus for "Choose Product Family..." and "Choose Item Category...", both set to "All". Below these is a "Go Find It!" button. A search bar with a "Go" button is also present, with the text "...or enter search words separated by commas:" above it. A "Help Me Shop!" button is located below the search bar. To the right of the search bar is a promotional message: "Making a presentation? Trying to move more product? Whatever you need, you'll find it in the store! Click on **SHOP!**". At the bottom of the page is a purple banner with the text "This Month's Featured Items!" and "Premiums with Pizzaz!". A red sign with "AISLE 3" and "Posters Displays | Premiums Ads" is also visible.

## Customer Profile

<b>Customer name</b>	Fuji Photo Film USA, Inc. – Recording Media Division
<b>Address</b>	200 Summit Lake Drive
<b>City, state, ZIP Code</b>	Valhalla, NY
<b>Phone number</b>	(800) 755-3854
<b>Web site address</b>	<a href="http://www.fujifilmusa.com">http://www.fujifilmusa.com</a>

<b>Industry</b>	Manufacturer of computer back-up tapes cartridges, video/audio tape, DVD, CD-R recording media, Zip®, to magnetic-based floppy disks, flash-based memory cards and USB drives
<b>Number of employees</b>	75,000 worldwide

<b>Contact name</b>	Doug Doerhoff
<b>Title</b>	National Sales Manager

## Case Study

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### Fujifilm Recording Media Division, Valhalla, NY

#### Division Profile

Fujifilm's history of coating innovation and media expertise has produced several industry leading products for consumer, professional and commercial needs. From high-performance Audio/Visual capture and record media to high-capacity commercial data storage products like DLTtape™, SDLTtape™, LTO™ Ultrium™, and Zip®, to magnetic-based floppy disks, flash-based memory cards and USB drives and optical DVD & CD products – Fujifilm quality is unparalleled.

Fujifilm Recording Media Manufacturing U.S.A., Inc. in Bedford, Massachusetts manufactures and packages Fujifilm data cartridge products including DLTtape™, LTO Ultrium and enterprise-class, as well as other data storage products for the commercial, professional and consumer markets. In addition, Fujifilm Recording Media Manufacturing supports the Fujifilm brand with a wide range of value-added services.

#### Business Issue

When Fujifilm sales representatives in the field wanted to order literature and premium items, they usually had to fax, email or phone in their requests to their sales management team. Sometimes they required that these items be shipped to their customer directly for a trade show or special event. This was a cumbersome process that required time to place the order, get the order shipped and follow up on delivery.

#### Solution

Create database-driven web application called the Company Store where Fujifilm staff and may log in, regardless of their location or time zone and be able to place their orders through a corporate, intranet shopping cart, enter in the shipping address and place an order for shipment.

## **Some of the Features of The Company Store Include:**

1. Search for products by keywords or categories
2. Enter in a desired shipping location
3. See a photo of the product being ordered
4. Unique login for each user and attach a general ledger code to track the expense for budgeting
5. Management reporting for tracking items shipped from inventory and corporate expense for budgeting
6. Track orders via carrier's website
7. Add and deactivate items in the store
8. Email orders directly to distribution center
9. Email notifications sent to all involved parties with comments

### **Benefits for Sales Staff**

1. Easier order placement
2. Orders may be placed anytime from an internet connection
3. Error-free orders
4. Better service give to customers
5. Instant online tracking of shipped orders

### **Benefits for Management Staff**

1. Detailed reporting capability by product, sales representative or date
2. Multiple administrative controls for user permissions, maintaining products and other application settings
3. Tracking of budgetary expenses
4. Track inventory and reorder points

### **System Flexibility**

1. Written in ASP, an industry standard programming language
2. Data is housed in a powerful Microsoft SQL database
3. Custom changes may be easily implemented
4. May be accessed any time and from any place where Internet connectivity is available

