



18849 Sycamore Drive  
Loxahatchee, FL 33470  
PH: (561) 798-2772  
FX: (561) 791-9151

[info@pagepartners.com](mailto:info@pagepartners.com)  
<http://www.pagepartners.com>

## Fujifilm Recording Media Division

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*LabelCom tracks custom barcode media orders from the order stage to the production and shipping stages, prevents errors and improves efficiency.*

### 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™, SDLTape™, 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

To assist their customers manage the continued rapid growth of data management, Fujifilm offers a customized barcode labeling service. Barcode labeling is a necessity in data storage environments where libraries are utilized. These tape libraries or autoloaders require barcode labels so the library scanner can identify the correct data cartridge to be mounted or removed from one of the library's tape drives. When a cartridge is in long-term storage or archived, the barcode label is critical for quick retrieval.

Because these orders may be complex, the chance of an error occurring in label numbering sequence or color selection is great. These mistakes are costly and cause great delays in customer's orders. Communication of these orders between the manufacturing facility in Massachusetts and the customer service center in New York is critical.



### Solution

Create a centralized database-driven web application called LabelCom where Fujifilm customer service staff and manufacturing staff may log in, regardless of their location or time zone and be able to communicate information back and forth on custom barcode orders in a timely manner.

Some of the features of LabelCom include:

1. Enter in label orders with ability to select numbering sequence and color
2. Preview a label run before printing and affixing the labels
3. Preset order rules permit only labels with compatible tape cartridges
4. Preset order rules permit only labels with compatible colors and numbering sequences
5. Management reporting for tracking elapsed time between order placement and shipment
6. Display where orders are in the process through order statuses
7. Contains a message board to post comments and questions regarding orders
8. Enter shipper tracking numbers, linked to the shipper tracking systems online
9. Email notifications sent to all involved parties with comments, order status changes and order changes

### **Benefits for Manufacturing and Customer Service Staff**

1. Improved communication between all parties
2. Increased productivity and order turn around time
3. Error-free orders
4. Transactions in real time
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. Quickly identify order log jams through status reporting
4. Increased profitability through order error elimination

### **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

