

# Accelerating Growth and Fulfillment for an Inkjet Printing Leader



## The Customer

A well-established company specializing in inkjet printing solutions. The company provides high-quality printing technology and consumables to businesses worldwide, ensuring reliable and efficient printing solutions. With a strong market presence, it continues to innovate and expand its product offerings to meet evolving customer needs.

## Impact Delivered

- 50% Increase in Sales Growth
- 40% Reduction in Order Fulfillment Time
- 30% Improvement in Data Accuracy

## The Challenge

The inkjet printing supplier faced several operational bottlenecks:

- Manual Data Entry Inefficiencies – Heavy reliance on manual processes resulted in duplicate data entry, increasing the risk of errors.
- Inventory Management Discrepancies – Inconsistent and inaccurate inventory records led to stock imbalances and order delays.
- Lack of Real-time Inventory Visibility – Absence of a centralized system made tracking inventory levels across multiple locations difficult.
- Delayed Order Fulfillment – Inefficient inventory processes led to slow order processing and fulfillment.
- Need for Process Automation – The company required an ERP solution that could automate inventory tracking and optimize workflows.

## Solution Components

- Oracle NetSuite ERP
- Application Management Services (AMS)
- Centralized Inventory Management
- Vendor Relationship Consolidation

## The Solution

CriticalRiver partnered with the inkjet printing supplier to implement Oracle NetSuite ERP, a robust cloud-based solution designed to centralize inventory data, improve tracking accuracy, and enhance operational efficiency.

## The Results

- Enhanced inventory management enabled better stock availability, boosting sales.
- Streamlined processes ensured faster order processing and delivery.
- Automated tracking and error correction minimized discrepancies.
- Long-standing system issues were resolved, improving reliability.
- Automated workflows reduced inefficiencies and improved operational speed.
- Real-time inventory updates streamlined online order processing and fulfillment.
- A single source of truth for inventory data enhanced decision-making and reporting accuracy.