



Samsung Electronics

Samsung Electronics' Domestic Sales Division implements innovative, integrated sales document management system using Adobe® PDF

Samsung Electronics

www.sec.co.kr

Industry

Electronics

Solution

Electronic Document Management

Products

• Adobe Acrobat® Distiller® Server

• UniDMS

In Partnership With

Unidocs Inc.

www.unidocs.co.kr

Company Profile

As a leader in the global electronics industry, Samsung Electronics (SE) is creating a digital world of better communications and is well known for slogans such as “Samsung Digital: Everyone’s Invited” and “Digital e-Company.” To become the leader in the age of digital convergence, SE focuses on the four strategic business areas of home, mobile and office networks, and core components. Today, the company is revolutionizing digital convergence with its product and process innovations.

Challenges Faced

Building integrated management system for easy search and share

To establish electronic commerce based on the digitalization of sales documents, Samsung Electronics' Domestic Sales Division created several mission-critical systems including a Web-based digital certificate and issue management system for tax accounts, which saved time and money. However, the digital certificates produced by these mission-critical systems and various paper documents such as dealership contracts and security documents, as well as other electronic documents including consultation documents, reports and quotations, were distributed through individual systems instead of being stored together on a central server. Therefore, the requirement for this Integrated Sales Document Management System project was to build a more efficient integrated management system that would enable the storing of important documents on a central server and enable searching and sharing.

With electronic documents, different software programs were required for viewing, depending on the program used to create the document. Older documents sometimes could not be opened due to software upgrades that weren't backwards compatible. These problems have now been solved by using Adobe Portable Document Format (PDF). Even if the programs used to create the documents do not exist or are upgraded, the original documents can be opened and shared anytime, greatly improving usability and efficiency.

Implementing document security and an efficient document management system

Samsung Electronics' Domestic Sales Division concentrated on reinforcing the document management system and security for electronic documents following organizational changes of the document creators. It needed a new and more up-to-date solution for easily searching, sharing, and preserving documents while reducing the time and costs required to manage the different types and sheer number of documents.

The new solution had to provide perfect document security and systematic management for the documents by assigning users with access permissions for the documents and consolidating access methods. Furthermore, it had to allow access to documents via the Web for sales personnel who travel. Finally, it had to use the Adobe PDF solution to solve problems caused by long-term storage of paper documents that accumulate over the years, and increase the efficiency of document management while preserving both paper and electronic documents.

"Thanks to the implementation of the Integrated Sales Document Management System based on Adobe PDF, we have acquired the infrastructure for systematically managing sales documents... The benefits from effective and efficient job processing made possible through this project are priceless."

Park Deok Cheo,
Assistant manager,
Samsung Electronics' Integrated
Sales Management System

Success Strategy

The most remarkable innovation in the Samsung Electronics' Integrated Sales Document Management System is the efficient management and sharing of documents. In order to implement these features, SE conducted user interviews with the employees from its Domestic Sales Division and collected many ideas concerning the use of new features.

A 'File Box' feature was created to allow for classifying and managing documents by private file box, business file box, shared file box, and favorite file box. Samsung Electronics assigned permission for document use by taking the characteristics of the organization into consideration. Furthermore, document searching has been subdivided into full-text search, detailed search, and simple search. Users can also automatically convert various document formats such as Microsoft® Word, Hunminjeongeum, and Arae Hangul into Adobe PDF.

The Document Map and Folder Map features of the system provide much easier and faster document access, and the documents are automatically classified and arranged according to rule-based classification and arrangement.

Business Benefits

- Integrated the management of paper and electronic documents
- Increased the security of document storage and the efficiency and usability of saved documents
- Improved sharing and searching of business documents through central management

With the Integrated Sales Document Management System (ISDMS) documents can now be saved in Adobe PDF format all in the same location. Security for the integrated document management system is achieved through PDF 128-bit security. Documents that are manually created and maintained, such as dealership contracts, are minimized and converted to Adobe PDF, solving the problems of storage and maintenance.

In addition, the efficiency and usability of saved documents are improved because electronic documents are converted to Adobe PDF rather than Microsoft Word files, enabling users to view them without separate program installation or despite program version upgrades. The ISDMS also allows for the management of and access to manually created documents or business documents from the server. Such problems as loss of documents, difficulty of sharing and searching, and unclear document management due to transfer, are solved. And, because approved documents and electronic documents are saved automatically, the burden of individual management of key documents is now dissolved.

With the implementation of ISDMS Samsung Electronics is expecting a savings of 4.5 billion won annually resulting from reductions in the costs of physical storage and delivery, paper and printing, as well as labor costs.

Assistant Manager Park Deok Cheol, who planned this project, says, "Thanks to the implementation of the Integrated Sales Document Management System based on Adobe PDF, we have acquired the infrastructure for systematically managing sales documents. I am quite satisfied because it has limitless possibilities for improvement through subsequent development. The benefits from effective and efficient job processing made possible through this project are priceless."

Samsung Electronics' development of the ISDMS was not just a temporary countermeasure for problems presented. It was the result of efforts to solve problems on the part of Samsung Electronics, which was also thinking about new system expansion from a long-term viewpoint. In addition, the project has great value and meaning as a challenge and trial using Adobe PDF, one of the most innovative solutions for electronic documents in the digital age. SE, which successfully implemented the Integrated Sales Document Management System with the Adobe PDF solution, is planning to expand the system based on the usability of the Adobe PDF solution, which has been confirmed through this project.

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