

Sensormatic Electronics Corporation

Leading provider of electronic security systems saves hundreds of thousands of dollars with Adobe Acrobat software and Adobe PDF

PROFILE

- A leading supplier of electronic security systems to retail, commercial, and industrial markets
- Headquarters: Boca Raton, Florida
- www.sensormatic.com

BENEFITS SUMMARY

- Using Adobe Acrobat, Sensormatic saved approximately \$100,000 in printing, collating, and mailing costs in the first two years.
- Sensormatic has improved information accessibility by distributing materials in Adobe PDF on its extranet and on CD-ROMs and by indexing the library for rapid character-string searches.
- Distributing draft materials in Adobe PDF to engineers and technical support staff has shortened the review and approval cycles from one to two weeks to a few days.
- Client satisfaction is enhanced because up-to-date materials are readily available.
- Administrative costs decreased because personnel now field fewer employee and customer requests for documentation.
- Documents can easily be converted to Adobe PDF via the PDFMaker icon in Microsoft Word.

More than half of the Fortune 500 companies and 93 of the top 100 retailers worldwide rely on electronic security systems from Sensormatic Electronics Corporation to protect their assets, people, and information. That makes proper installation and maintenance of Sensormatic's surveillance, access control, and other systems a critical issue. To ensure that its sales and service staff and customers have access to the product information they need, Sensormatic creates thousands of pages of technical documentation each year.

The company previously printed these materials and distributed paper copies through the mail. Today, Sensormatic reviews, produces, and distributes documents electronically using Adobe Acrobat software and Adobe Portable Document Format (PDF), reducing document production time and lowering administrative time and costs. Best of all, within two years of adopting Acrobat and Adobe PDF, the company saved approximately \$100,000 in printing and mailing costs alone. "Even with Acrobat on only a small percentage of our desktops, we achieved an immediate return on investment, saving about \$100,000 in the first two years by delivering documents electronically in Adobe PDF," says Chuck Deich, senior technical writer for Sensormatic.

The high cost of paper

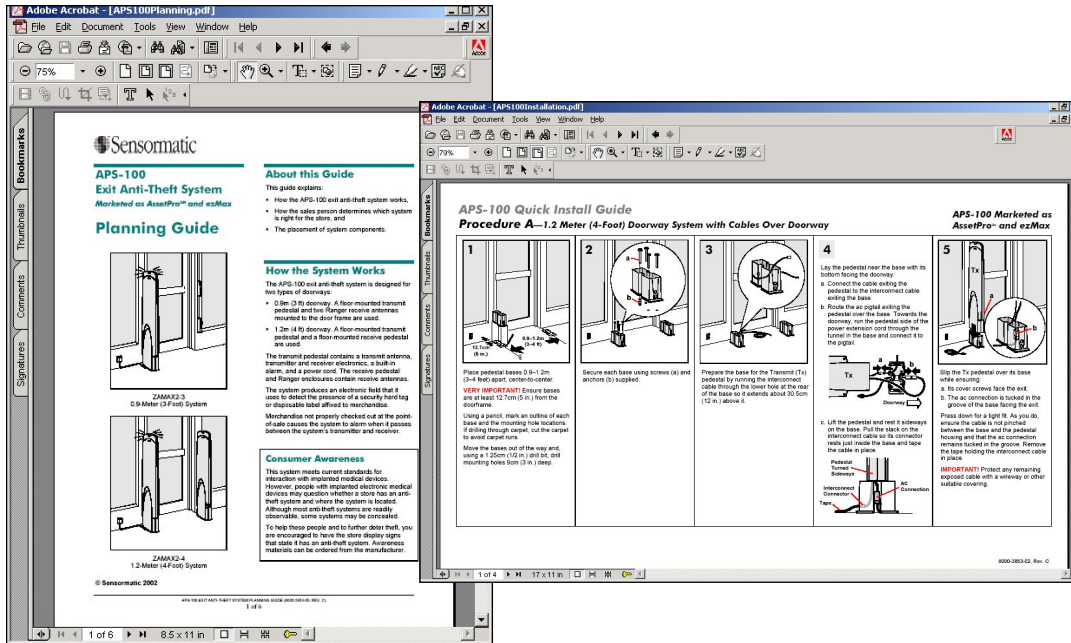
Now part of manufacturing giant Tyco International Ltd., Sensormatic Electronics Corporation produces technical documentation for a variety

of products, from security tags to video recording equipment, most of which require custom installation and maintenance. The company must ensure that installation and repair technicians as well as engineering, marketing, and sales professionals can easily access the relevant documentation, which ranges from one-page fact sheets to 200-page manuals.

Sensormatic previously authored documents in Microsoft® Word, printed copies, and distributed them via interoffice mail for review and approval. Once finalized and printed, documents were mailed to customers and internal personnel including engineering staff and 500 field service representatives in offices worldwide. Customers and employees often called to request documents, and administrative staff mailed the appropriate materials. In addition to the administrative costs of fielding these requests, Sensormatic's printing and delivery costs were high.

Lower costs, improved access

The company has now adopted a less expensive, faster electronic process for producing technical documentation. Technical writers author documents in Microsoft Word and use Adobe Acrobat software to convert the documents to Adobe PDF using the intuitive PDFMaker feature in Word. The documents then go to Sensormatic engineering and technical support for review and approval, which can be expedited using electronic commenting tools—highlighting, electronic notes, digital signatures—in Acrobat.



Sensormatic produces, reviews, and distributes technical documents electronically using Adobe Acrobat and Adobe PDF. Electronic commenting tools in Acrobat expedite the document review process. The ability to index and perform character-string searches to locate documents within an electronic library of Adobe PDF files has reduced costs and made documentation more easily accessible.

“Even with Acrobat on only a small percentage of our desktops, we achieved an immediate return on investment, saving about \$100,000 in the first two years by delivering documents electronically in Adobe PDF.”

*Chuck Deich
Senior technical writer
Sensormatic Electronics Corporation*

By distributing draft materials in Adobe PDF, to engineers and technical support staff, Sensormatic has reduced the time required for review and approval from several weeks to only a few days. The result is lower administrative costs and faster turnaround for documents, which in turn improves customer satisfaction because up-to-date documents are more readily available.

Final documents in Adobe PDF are posted on the company extranet and stored on CD-ROMs. By making electronic versions available, Sensormatic has improved the accessibility of its technical information. Company employees including technical support staff, design and test engineers, sales people, and service technicians can view more than 1,100 technical documents available on Sensormatic’s extranet. Some customers also have secure access to these documents.

Electronic documentation has been especially helpful for field service representatives, who previously kept file cabinets full of technical documentation. Now, everything they need is on the extranet or on searchable CD-ROMs that are updated quarterly. In addition, the entire library has been indexed, enabling staff to use Acrobat to search for any character string.

Dramatic ROI

By installing Acrobat software, Sensormatic has achieved substantial returns. With an initial investment of less than \$2,000, the company immediately saved more than \$30,000 in printing, collating, and mailing costs. That number more than doubled after the company converted all of its “high-demand” documents to Adobe PDF for electronic distribution. And Sensormatic continues to save tens of thousands of dollars annually. “Our biggest returns have come from providing electronic documentation to our 500 field service reps,” says Deich. “They now receive all the documents they need on CD-ROMs, which reduced our paper usage and printing costs dramatically.”

TOOLBOX

- Adobe Acrobat
- Microsoft Word
- HP Vectra PC

