

## Success Stories by BABY UNIVERSE's Customers (a series of 10)

My name is Takanori Igarashi, CEO of Baby Universe Inc.

Our company has developed custom software for various customers for 28 years since we were established. There have been amazing strategies by them and a lot of wonderful functions in the products.

I believe sharing the success stories by our customers will be tips for sales growth and work efficiency on your business.

Therefore, I am going to release our newsletters to introduce you the stories twice a month, which will be total 10 stories.

Now, let's get started with 1st story.

### Case-1:A win-win outcome strategy in a Japanese leading printing company.



※The above image is for illustrative purpose only.

Cost-cutting is a major aim for companies request us customization. As a software developer, we consider cost-cutting to be labor costs reduction with automation: in other words, it is reduction of workflow.

At first, a Japanese printing company should have had the same idea, but it didn't.

The big company receives the huge amount and different types of data for printing every day. Though the company has strict specifications on the submitted data, there are only few perfect data. For that reason, it requires the company to spend a great deal of time and energy locating the error of the data for printing, which is named "Preflight Check" in print industry, and correcting the data.

The company requested us to develop an custom software of automation for Preflight Check and correcting data, but the development was a time-consuming task for us than we had thought because the submitted data to the company varied according to its customers' skills and it was far from perfect. So it took time to correct the data every time incomplete one was submitted.

As a result of our steady effort, we were able to deliver the product for reduction of workflow, completing requirements significantly.

I thought "Now it's done.", but the company asked us to improved product to hand it out for free to its customers. I was impressed by its brilliant strategy in the prestigious printing company. However, I wondered what advantages the company would have by giving the customers such a convenient product, even though they were very happy with it, as it is, I realized my worries were pointless thoroughly. It enabled to receive perfect data done with Preflight check and data correction because the data was created with the free software provided by the company. As this data was perfect, Preflight Check is no longer required. Eventually, this printing company satisfied the customers and achieved the goal of the cost reduction as well. I can say that this is successful case and also a definitely win-win strategy for customer retention.

What a fabulous strategy it is!