

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

Case-4: Top Toymaker in Japan manufactures hundreds of boxes for thirteen languages.



※The above image is for illustrative purpose only.

It was five years ago a Japanese leading toymaker, which has been known as a well-established one, asked us to develop software.

(Above photo is for illustrative purposes)

The toymaker requested labor-saving software for manufacturing boxes of its core brand product. I wasn't expecting the brand has been produced such a large quantity of the merchandise.

The toymaker has been manufacturing not only hundreds of boxes of its product for domestic distributions but also for overseas in thirteen languages.

Even more surprisingly, the boxes varied slightly across countries.

I wondered how it had dealt with daunting task. I learned from a staff member's weary look in an interview at a later date that there were tangled workflow and hard work there. The aim of the development he told us was

To cut workloads by half and typo-free.

So, after understanding the complicated workflow, we made proposals on improvement plans as follows:

To equip with a function to import examined information.

To equip with a function to auto-generate drafting of boxes and printing data seamlessly.

Although those proposals weren't accepted at first, after frequent consultation, we got a green light from its executive managing director. We didn't have any problems with technical issues to develop software for boxes because we were well experienced in doing that. However it was tough for us to develop software for making templates for thousands of boxes, dealing with international differences in complex specs. of boxes.

The other day, I received a letter from him. He said in it, " The software you developed helps us a lot."

Then I realized all of our hard work has paid off. I was grateful for his message.