



## JetCAPS® Porsche Success Story



### Increasing Value

**Porsche AG, the German sports-car manufacturer, is not only setting standards for automotive excellence, they are also optimizing processes by complementing their SAP environment with Hewlett-Packard printers and JetCAPS solutions.**

Chosen in 1999 by leading U.S. publication *Industry Week* as one of the world's 100 best managed companies, and recently chosen by 2,500 business executives for *Manager Magazine* as the company with the overall best image in Germany, Porsche AG is setting standards in quality of management, competence in innovation, communication performance, workforce orientation, profitability and efficient use of financial resources. It is this uncompromising dedication to practical value that also led them to a JetCAPS solution.

As part of a larger SAP implementation, Porsche started looking at their printing requirements in late 1998. The wide use of barcodes within the organization made this a printing priority. The question was how to get cost-efficient barcode printing for environments as varied as R&D, stores, production, and sales, spread across a number of locations around Stuttgart. The necessity to print these barcodes from a range of SAP modules, some of which are specific to Porsche, was a further complication. Dedicated barcode printers, with low versatility and high SAP programming requirements, were, obviously, not an attractive solution. A further requirement of the project was to increase the availability of Porsche's corporate fonts within the organisation, to support their Corporate Design guidelines. To provide a solution that encompassed both barcodes and corporate font support, Hewlett-Packard introduced Porsche to their local JetCAPS partner, stethos Systemhaus GmbH®.

### Increasing the Value of New and Existing Printers

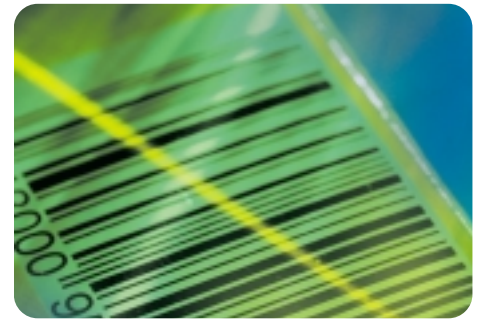
stethos impressed Porsche, not only with their rapid response-time, but also with a solution that was applicable both to new HP LaserJet printers, and to many of their existing HP LaserJets.

The JetCAPS BarDIMM is a plug-in card that actually extends the Printer Command Language used by the HP LaserJet. An application, such as SAP R/3 in this case, sends the printer the information for the barcode and its formatting, and the JetCAPS BarDIMM then not only prints



Printed on an HP Color LaserJet Printer

PORSCHE



the barcode, but also looks after the error detection and checksum. This means that the BarDIMM reduces the load on the host system and the network, and minimises the amount of SAPScript and ABAP programming necessary.

The BarDIMM was made even more interesting for Porsche because it could be retrofitted into many of the HP LaserJet printers they already had – its easy and straightforward insertion creating no problems for the company charged with Porsche's IT hardware support. Thus it not only increases the versatility and return on investment for the newly purchased HP LaserJet 4050 printers, but also increases the value, and extends the useful life, of existing HP LaserJets. The possibility of upgrading printers bought up to 7 years before, proves the stability of Hewlett-Packard's printers, as well as the way Hewlett-Packard's partners ensure security of investment. This alone was a major reason for Porsche to decide for this solution.

## Keeping Up Appearances

The printing project also included integrating Porsche's corporate fonts into new and existing printers. For this, stethos Systemhaus used a flash memory card. Being able to provide these fonts directly on the printer, makes them accessible to any printing application, including the full range of SAP modules. Such enhanced availability ensures improved adherence to the corporate design guidelines, and enables greater uniformity of appearance.

## Past, Present, Future

The SAP system at Porsche has been up and running since August of 1999. The next step of the project involves integrating SAP into the spare-parts organisation – where barcodes play an indispensable role in ensuring a smooth logistical flow. In this way, the JetCAPS partner is getting the most out of past and present investments in HP LaserJet printers, to make sure that Porsche remains a byword for excellence long into the future.

For further information please contact your local JetCAPS Partner at <http://www.jetcaps.com/partners.htm>



The JetCAPS solutions mentioned in this brochure are developed by third-party companies in close co-operation with HP. The third-party company, who provided the specifications and descriptions in this document, is responsible for the performance of these third-party products.

All agreements, warranties or understandings take place between the respective vendors and the purchaser.

© Hewlett-Packard Company and stethos Systemhaus GmbH, Sindelfingen, Germany 2000

All designations and product names are trademarks or registered trademarks of the respective company.

Subject to change without notice.

July 03, 2000/ss\_porsche