

# BROTHER INTERNATIONAL CORPORATION

## Brother saves thousands with EMC Captiva QuickScan Pro document capture



### ESSENTIALS

#### Challenges

- Aging scanner used for capturing product registration information broke down
- Replacement with comparable scanner was cost-prohibitive

#### Solutions

- EMC Captiva QuickScan Pro document capture with EMC Captiva ISIS technology

#### Key benefits

- Increased throughput and productivity with their own Brother all-in-one device
- Incurred a minimal investment with a replacement device priced at less than \$1,000
- Improved customer satisfaction by ensuring quick turnaround times related to support of registered products

### BUSINESS OVERVIEW

Brother International Corporation is one of the premier providers of products for the home, home office, and office. The U.S. corporate headquarters, located in Bridgewater, New Jersey, was established in 1954 and currently markets many industrial products, home appliances, and business products manufactured by its parent company, Brother Industries, Ltd. of Nagoya, Japan. These products include an award-winning line of Multi-Function Center machines and printers. Brother also provides the number-one line of facsimile machines in the U.S. and is the leader in electronic labeling, with its full line of P-touch Electronic Labeling Systems.

### CHALLENGES

The National Service Division serves as a support and logistics center for Brother. This division takes care of all product registration enrollment and support for their products either through direct mail, email, or via their external websites. They have typically used a Bell + Howell scanner to scan all paper-based product registration cards coming into the company. Unfortunately, the Bell + Howell scanner was showing its age and finally stopped working.

### EMC SOLUTION

Instead of replacing the Bell + Howell scanner with another equally powerful scanner with a similar price point, they decided to use one of their own Brother MFC all-in-one devices to handle the same tasks as the Bell + Howell scanner. The Brother all-in-one was equipped with the EMC® Captiva® QuickScan™ Pro document scanning application using EMC Captiva ISIS® (Image and Scanner Interface Specification) technology.

QuickScan Pro is an out-of-the-box, single workstation document capture solution that is built within the ISIS architecture—the industry-standard interface that unites scanners with software applications. Because of the seamless integration QuickScan Pro and ISIS with their scanners, Brother was able to get the new system up and running without delays or loss of productivity. As a result, they continued to process product registrations as they came in and avoided costly backlogs.

This implementation resulted in no time loss, did not affect existing productivity levels, and needed no additional financial outlay on the company's part. Replacing the Bell + Howell scanner with another equally powerful device would have resulted in additional costs to the company amounting to tens of thousands of dollars.

## DEPLOYMENT MILESTONES

Once the Bell + Howell scanner was replaced with the Brother MFC all-in-one device, they were able to continue scanning the batches of product registration cards that were held up when the old scanner broke down. Brother was able to achieve and raise the level of throughput and productivity with an all-in-one machine that cost less than \$1,000. This ultimately resulted in higher customer satisfaction in terms of turnaround times related to supporting customers by deploying the Brother all-in-one as a replacement device.

**“While not sacrificing the image quality of the scan, the Brother MFC all-in-one device replacement helped to move forward product registration activities with no adverse effects to productivity levels and without any loss to processing times.”**

TIM BIGGER  
APPLICATION ENGINEER AT BROTHER INTERNATIONAL

## SUMMARY

Brother was the first hardware vendor to announce that a select group of their enhanced laser all-in-one models would offer enterprise scanning support via ISIS, beginning with its newest family of monochrome laser all-in-ones, the MFC and DCP-8000 Series. Launched in the Spring of 2009, these new machines are popular choices for small office and small business users.

Brother felt that its new line of all-in-one devices coupled with ISIS driver technology would help to penetrate new markets and generate additional revenues for the company. Also, with the inclusion of the ISIS driver technology, this would enable their all-in-one devices to scan faster, use batches, provide document de-skewing, and help improve noise reduction.

## CONTACT US

To learn more about how EMC products, services, and solutions help solve your business and IT challenges, contact us at **800.607.9546** (outside the U.S.: +1.925.600.5802)—or visit us at [www.EMC.com](http://www.EMC.com).

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