

to misplace or damage documents are reduced and the risk of confidential information being compromised is minimized. Moreover, its drop feeder reduces jams, eliminates the need to jog, and proficiently processes even the most damaged and prep-intensive documents.

For more information, visit OPEX online at www.opex.com.

SCLogic Helps Leo Burnett USA Increase Productivity

NEW YORK, NY -- If you are familiar with the Jolly Green Giant and the Pillsbury Doughboy, you know some of the iconic advertising imagery that made Leo Burnett famous around the world. The advertising agency that Burnett founded in Chicago in 1935 is now part of a global network of over 200 operating units including 94 full-service advertising/marketing agencies in 83 countries.

Leo Burnett USA is a wholly owned subsidiary of the world's fourth largest com-

munications company, Publicis Groupe.

Each day, couriers including FedEx, DHL, and UPS deliver 700-900 packages to the Leo Burnett USA receiving dock. Publicis employees receive vital information and materials from clients, colleagues, and vendors on a daily basis, and the question "where's my package?" has an urgent intensity.

The packages come in to the Distribution Center for the Traffic Department, where Joyce Wilson, Traffic Manager, Leo Burnett USA, is in charge. Ms. Wilson's team must sort, track, and deliver the packages to the eagerly waiting Publicis employees within hours of receiving them. The task is complicated by the fact that the employees work on many different floors of multiple buildings across the city of Chicago. And there is a 40% jump in package volume during the fall ramp-up to the holiday season.

As additional Publicis divisions and companies were added to Wilson's mission, the need for a more efficient solution became increasingly apparent.

The Publicis team used *SCLIntra* Enterprise, a scalable, network-installed system of SCLogic software and Motorola hardware optimized for use on corporate intranets. Ms. Wilson developed a fail-safe process by using Motorola mobile computers and cordless handheld scanners to log package delivery information into the *SCLIntra* application at each step in the process. This paperless SCLogic solution was ideal for the multi-building delivery challenge faced by Ms. Wilson and her team.

With *SCLIntra* Enterprise, the Leo Burnett USA Traffic Department is providing efficient accountable delivery of packages across multiple floors of multiple buildings. The result is reduced costs and a boost in productivity.

"Eliminating the enormous volumes of paper and cutting the required number of printers are just some of the cost savings we've experienced," said Ms. Wilson.

To learn more, call 888-776-5918, or visit www.sclogic.com.