Innovapost™

TODAY, OUR TECHNOLOGY HELPED KEEP 673,000 KG OF WASTE OUT OF LANDFILLS

PUROLATOR E-RETURNS

PUROLATOR E-RETURNS PORTAL SIMPLIFIES GREEN OPERATIONS AT XEROX CANADA

Purolator developed an e-Returns portal that is diverting hundreds of thousands of spent Xerox imaging supplies from landfills.

CUSTOMER
Purolator

CHALLENGE
Simplify the existing manual recycling program at Xerox Canada via an e-Returns solution

PROJECT DURATION
5 months (conception to rollout)

SERVICES DEPLOYED & ADDITIONAL PARTNERS:
Okta identity & access management service, SCI Logistics, Close The Loop

As Canada's leading integrated freight and parcel solutions provider, Purolator moves more than 1.4 million pieces per day and 108 million pounds of air freight each year.

To remain competitive, Purolator continually develops new capabilities that allow it to reach more customers, businesses and geographies each year.

Xerox Canada (Xerox) approached Purolator to develop an automated process to enhance its parcel returns service for customers. This e-returns system would simplify the process used to ship used toner and supplies to recycling facilities.

Xerox customers needed to return used cartridges and other spent imaging supplies to a postal location. Xerox sought to simplify and automate the process by allowing customers to log into the Xerox website and arrange for the pickup of recyclable materials at their location by Purolator.

THE LOGISTICAL CHALLENGE

Allowing customers to request and organize material pickups via the web was simple in theory, but complicated in practice. In order to provide a seamless experience for the end user, information managed by four different companies – in four separate data centres – would need to be properly integrated and validated.

Purolator turned to Innovapost, a leading provider of IT solutions and services, to manage development of a custom e-returns solution for Xerox.

PROJECT BENEFITS

- Simplified return experience for Xerox customers

- Environmentally friendly return solution that is diverting hundreds of thousands of spent Xerox imaging supplies from landfills

- Xerox customers are saving time by arranging pickups and generating return labels online that they can print and e-mail

Innovapost had previously worked with Purolator to develop an e-Returns portal that processes and tracks shipments. This e-Returns portal enhances the standard customer portal offerings of Salesforce.com and also includes a customer-facing website through which Purolator processes return requests. Both companies recognized that the existing portal could be further leveraged in the new Xerox solution.

"As systems integrator, our role was to orchestrate activities between Purolator, Xerox, our internal developers and a company called Okta," says Graeme Shiomi, Director, Solution Delivery, Innovapost.

The large number of players reflected the numerous steps that would need to take place in the background for the automated e-returns service to operate properly. For Xerox customers to be able to conveniently recycle their used supplies, the system would need to operate as follows:

1. Customers looking to request a pickup would log into the Xerox Green World Alliance website with the same ID used for all other Xerox web applications.

2. Okta, an on-demand identity and access management service, would pass the customer's user credentials from the Xerox site to the Purolator site and authenticate them against existing user stores and directories.

3. Customers would be given access to Purolator's existing e-Returns portal where they could request and schedule a pickup at no charge.

4. Purolator would collect the recyclable materials from the customer and deliver them to SCI Logistics, a provider of retail and manufacturing fulfillment solutions. Any materials that could be recycled would then be sent on to the cartridge recycling company, Close the Loop, which would prepare them for reuse in new printer cartridges and other products.

A SEAMLESS ARCHITECTURE

To turn the vision into reality, Innovapost coordinated the development and implementation of a custom e-returns solution that would deliver a seamless experience to Xerox end-users.

"Innovapost acted as project manager for the initiative," Shiomi explains. "We organized the user design, requirements gathering and acceptance testing phases of the project to ensure that all of Xerox's technical and business requirements would be met."

Innovapost then performed systems integration work to ensure that all backend processes and transfers of information between Xerox, Okta, and the Purolator e-Returns portal would be invisible to the customer. This was necessary because Xerox had recently implemented a single sign-on

ABOUT PUROLATOR

Purolator is Canada's leading integrated freight and parcel solutions provider.

REVENUES
$1.6B (2012)

EMPLOYEES
12,000+

OPERATIONS
Over 1,200 shipping locations across Canada; transports 108 million pounds of air freight annually; moves 1.4 million pieces daily

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SUSTAINABILITY
Purolator is growing globally in a sustainable manner and was a recipient of the Logistics Quarterly Third-Party Logistics Sustainability Award.

www.purolator.com

platform that allowed users to access a number of separate Xerox web applications with just one login ID and password. Xerox did not want to force users to learn a new login or visit a new site to arrange for the pickup of recyclable materials.

"The goal was to make the system as easy as possible for end customers looking to arrange pickup of used materials," says Shiomi. "Purolator and Xerox didn't want any of the behind-the-scenes activities to be visible. They wanted users to be able to simply log into the Xerox website with their existing ID, print shipping labels and request a pickup from Purolator."

MAKING A DIFFERENCE

This customized Purolator e-Returns solution met all of Xerox's requirements and benefitted both

Purolator and Xerox. Purolator processed thousands of new return shipments in only the first month following launch, and Xerox has been able to achieve its goal of making it easier for customers to be "green." Xerox customers are also saving time by arranging pickups – and even generating return labels – online that they can print and e-mail.

"These returns are not all coming from a central location; they are coming from thousands of distributed customer locations," says Bob Gorman, Director, Business Systems, Purolator. "It was very important for Xerox to give customers the ability to create these labels easily, and the work performed by all of the partners in this project made that a reality."

Finally, the solution will help Xerox offer an even more environmentally friendly solution to customers. "By simplifying the way Xerox customers

return spent imaging supplies for recycling, this initiative can divert an estimated 673 thousand kilograms of consumables waste from landfills annually," says Emechete Onuoha, Vice President, Citizenship and Government Affairs, Xerox. "The more responsive and efficient the process, the more sustainable the outcome."

The positive experience at Xerox Canada demonstrated the power of the Purolator e-Returns solution to simplify the return experience for the customer. As a result, Purolator is now looking to implement e-returns solutions at additional enterprise customer sites to improve the experience of shoppers looking to return products for an exchange, for repairs or for a refund.

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