

## Streamlining PC procurement with the help of a dedicated portal

Teraoka Seiko chose Dell Premier to improve the efficiency of its PC buying process for departments companywide.

Customer profile



Manufacturing | Japan



“The fact that Dell Premier can simplify the PC procurement process has been very helpful.”

**Mr. Akihiro Shimomura**

Assistant Manager–Information Systems  
Department, Teraoka Seiko Co., Ltd.

### Business needs

In the past, departments across Japan’s Teraoka Seiko purchased their own PCs. When the company established an organization-wide standard, it placed a heavy burden on the information systems department to negotiate costs and specifications for each PC purchased. Teraoka Seiko needed a better way to centralize and optimize PC procurement.

### Business results

- Streamlined PC procurement with the introduction of Dell Premier.
- Reduced the information system department’s workload and delivery costs.
- Decreased procurement overtime hours by 20%.
- Enabled smooth deployment from ordering to delivery of PCs.

### Solutions at a glance

- [Dell Premier](#)

Since 1925, Teraoka Seiko, a subsidiary of Digisystem, has provided solutions that anticipate on-site needs for businesses, such as the world's first digital price scale, thermal barcode printer and automatic weighing and packaging pricing machine. The company delivers sophisticated, technology-based solutions across a variety of segments, including food production and processing, manufacturing and logistics, and hospitality and specialty shops. Headquartered in Tokyo, Teraoka Seiko has expanded globally to 150 countries, with factories in places ranging from Singapore to Shanghai and the UK.

Previously, each company department purchased its own PCs, with minimal standardization on configurations, maintenance and PC lifecycle management. Teraoka Seiko's information systems department was tasked with handling the increasingly complex procurement process for more than 3,700 people working in 140 domestic locations.

"It was not possible to negotiate the price based on collective procurement, and ordering PCs took a great deal of time and effort," says Mr. Akihiro Shimomura, assistant manager in the information systems department at Teraoka Seiko.

To address this, the company chose Dell Premier, creating a customized online platform from which Dell PCs and an end-to-end portfolio of solutions and services could be quickly and easily procured. PCs are preselected based on the company's specifications and negotiated pricing. Individual departments can then order whatever they need from the platform, without requesting time-consuming quotes. By centralizing and optimizing procurement, team members use the extra time for daily business tasks or to develop and introduce new services.

## Reducing costs and setup time

With the new online process, employees order PCs on Dell Premier and the PCs are delivered directly to each sales office and department.

"Before Dell Premier, all PCs were sent to the information systems department and had to be set up before being shipped to company locations throughout Japan," remarks Mr. Shimomura. "By reducing our setup time, Dell Premier has been extremely beneficial and led to a reduction in costs."

Additionally, Dell Premier's bundling and support has streamlined installation for individual departments — enabling greater employee autonomy as well as helping Teraoka Seiko prioritize strategic initiatives.

"Since we introduced Dell Premier with standardized PC packages, we have been able to focus on other operations, leading to reforms in our department."



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## Counting on friendly support

While PC pricing and specifications are important, responsiveness and support of the Dell Technologies sales staff was also critical in Teraoka Seiko's decision-making.

"The Dell Technologies sales staff is friendly and helpful," shares Mr. Shimomura. "There is often not much difference in the performance of devices, so support is very important to us."

Although Dell Technologies is a global enterprise, the hospitable culture of its Japanese subsidiary has been especially appreciated, Mr. Shimomura concluded.



## Expediting from order to delivery

In today's remote and hybrid work environment, timely delivery of IT products and devices are essential. While some vendors have been plagued by months-long waits for delivery, Dell Premier leverages the company's sustainable supply chain global initiatives and responsive provisioning.

"In a time when we cannot work without PCs, stable procurement is truly helpful," Mr. Shimomura states. "When requesting quotes from other manufacturers, they often reply that they don't know when the delivery will be. Speed is a big benefit."

With Dell, Premier Teraoka Seiko staff can track the status of product orders right from their online platform, without contacting their sales representative.



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