

This inventor of the Blue Jeans migrated its data - which had grown to more than 120 GB over the course of five years - into the DocuWare Cloud. They make the most of their modern cloud solution in combination with powerful multifunction devices.



Ralf Mech, Facility & EHS Manager Central Europe, Levi Strauss Germany, Frankfurt is open to change

"By equipping all Levi Strauss branches in Germany with MFPs as part of an all-in agreement with complete fleet management, we've cut costs in the double-digits. We are optimizing business processes through further digitization at our Frankfurt head-quarters as well as decentralized in our retail stores and show-rooms."



Country: Germany
Industry sector: Lifestyle
Platform: DocuWare Cloud
Department: Customer Service /
Purchasing /
(Order to Cash/OTC)

Few companies have proven their sense for the zeitgeist as successfully as the inventor of the Blue Jeans - Levi Strauss. The textile company sees digital transformation as both a challenge and an opportunity.

Levi Strauss is undergoing a variety of changes in Germany in order to meet the demands of their internet and lifestyle savvy customers as well as the requirements of the digital business world. This includes organizational structures that reflect the company's global orientation as well as the introduction of new IT solutions. Examples include the centralization of order to cash (OTC) management into a European service center, the introduction of SAP, and the re-equipping of 44 Levi retail stores and showrooms across Germany with state-of-the-art multifunction Samsung equipment.

In 2010, DocuWare was introduced in the OTC department in Frankfurt as part of a pilot project. Over the years, enormous quantities of documents such as shipping slips, invoices and returns had accumulated and needed to be digitally managed in the future. The goal was both to increase processing efficiency and ensure sustainability.

After successful implementation, including extensive digitization of old documents, the decision to outsource order processing to a

central European service center in 2015 created a new situation. At this point, the DocuWare installation, which had previously been run locally, was replaced by a cloud solution, to drive further cost savings in the long term. Most importantly, customer service employees in the new service center and in Frankfurt all need to have quick access to all the digitized order documents.

Easy migration to the cloud

The data volume, which had grown to more than 120 GB over the course of five years, migrated into the DocuWare Cloud. Since 2015, paper documents have been digitized using Samsung's color laser multifunction devices, which all Levi Strauss branches in Germany are equipped with. Premium devices with 10.1-inch color LCD touchscreens are available to OTC employees at the company's Frankfurt headquarters. And even large quantities of documents can be indexed and archived quickly and automatically.

According to Ralf Mech, Facility & EHS (Environmental, Health, Safety) Manager Central Europe at Levi Strauss - and responsible project coordinator for the Samsung and DocuWare installations - the concept reflects the fundamental change from component-oriented to solution-oriented infrastructure. Equipping all Levi Strauss branch offices in Germany with Samsung MFPs as part of an all-in

"The data migration from our previous license-based, on-premises solution to the cloud was managed very professionally."

"The cloud solution offers noticeable cost advantages and has met the expectations of our OTC managers."

agreement with complete fleet management will not only bring the company two-digit cost reduction compared to their old heterogeneous infrastructure. The seamless integration of DocuWare showed them that many new functionalities for optimizing business processes are available, not only at the company headquarters in Frankfurt, but also at the retail stores and showrooms, which they will be implementing successively.

Transparency is guaranteed

The DocuWare Cloud solution is still in a pilot phase as an ECM implementation and is currently limited to the OTC department. But in the long term, the document management solution will be used in other German Levi Strauss divisions. They are also considering an SAP integration and expanding to include other worldwide subsidiaries.

“Employees in Frankfurt and colleagues in the European service center can access the central document pool at any time and coordinate workflow steps in a transparent way.”



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