

Reynasa rolls out DocPath document management solutions for laser printing



Reynasa

www.reynasa.com

Sector:

Automotive Industry

Operation Centres:

6

DocPath Solution:

Business Suite Pro



At a time when all they talk about on the news is companies closing down, hearing about the success of a business is a refreshing change. This company is called Repuestos Reynasa, it is located in the capital city of Spain, Madrid, and it has managed to survive among many others that have closed and failed.

Reynasa specializes in replacement auto parts. The company was founded in the early 70's and is the direct result of the entrepreneurial spirit of its founder, Fructuoso López, who opened his first shop with a storage area of 500 square meters and two other warehouses located nearby. The first branch started expanding, and currently it's still operating as one of five delegations that Reynasa holds in Madrid.

Since then, **this rather small family business has become one of the most prominent replacement auto parts companies in Madrid** and joined the Serca Group as an important partner.

Reynasa is an ever-expanding business specializing in mechanics, electrics, electronics, bodywork, diagnosis, machinery, etc., and with a broad view of the future that made it opt for new technologies to replace its matrix printing processes with laser printing.

To learn more about the company, its challenges and the project developed in collaboration with DocPath, **José Andrés Martínez, Director of Organization and Systems of Repuestos Reynasa**, talked with the online magazine MadridEconomía.

Tell us about Reynasa

We have over 40 years experience in the replacement parts sector. The company has been awarded as one of the three best replacement parts enterprises in Madrid, and we have a team comprising 150 people. Reynasa is a Serca Group partner, and we have five delegations in Madrid.

The company includes a central warehouse for product reception and distribution with a storage space of 1,500 m², over 14,000 m² of product shelves, a logistics team with 62 vans, and internal IT department, plus a training and technical information program.

What telecommunications infrastructure does Reynasa have? How important do you think technology is to your business?

Our 6 branches are connected by a fiber-optic, star-shaped network that depends on the host at our headquarters. Our communications are centered around this infrastructure, whether it be data, audio or image. For quite some time, technology and information systems have been giving us a significant competitive advantage by increasing the flexibility, the reliability and the quality of our customer services. Now, however, our main challenge lies in turning IT into an important part of the company's strategy towards opening new markets and business opportunities.

How did the idea of carrying out a project of this nature with DocPath come about?

We started out with a traditional ERP based on matrix printing. At a certain point, Management detected our need to improve the overall quality of our business documents, to be able to include more information and to use new distribution channels, such as email. Finally, we decided to that our matrix systems should be replaced with laser, and had two options: invest heavily in adapting our document management systems, or purchase a product that would allow us to implement laser printing without large internal software developments. We were looking at several options, and finally opted for DocPath.



Case Study - Reynasa

Why did you choose DocPath, among the other available options?

The printing equipment and the printing product belonged to the same package. However, the fact that DocPath as a product was part of this package, was an important factor in the final decision.

Why choose DocPath's Business Suite Pro for iSeries solution? Can you explain the requirements at the time and how DocPath responds to these needs?

Our host was an AS/400, the current iSeries. As mentioned before, our first need was to migrate from our matrix printing system, related to our ERP on the iSeries. We needed to quickly move to laser printing with new formats and new features, such as charts and bar codes, generation of PDF's, delivery by email, etcetera.

DocPath would solve our needs quickly and easily. We would be able to map the iSeries print output formats and turn them into documents of much higher quality without modifying our management systems. We would be able generate electronic documents and send them automatically by email without large internal development efforts.

What would you say the main benefits have been for your customers by implementing DocPath's solution?

Quality and flexibility as they are receiving their documents even before they are printed.

Can you give us one sentence that describes the DocPath solution you are using and your opinion of it?

It provides an easy way to obtain electronic documentation for departments with traditional systems.

Have you thought about embarking in new document technology projects in the near future?

Yes, one of our main projects for the future is enabling our customers and suppliers to get their documents directly from the Internet.



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José Andrés Martínez,
Director of Organization and
Systems of Repuestos Reynasa