

THE CLIENT

The St. Louis Cardinals is a much-beloved regional presence and economic powerhouse. In 2006, this Major League Baseball franchise won its tenth World Series in its first year in a brand-new stadium. While legions of red-clad fans concentrate on the action on the field, it's easy to forget that the day-to-day activities of more than 150 front office employees keep this sports business operating at peak performance.



"The Official Document Management Company of the St. Louis Cardinals"

THE CHALLENGE

In the transition from Old Busch to New Busch Stadium, it had to be "business as usual" for team operations in temporary office space. Then, when it was finally time to move into the new offices, the team had the opportunity to reevaluate and reinvent its document capabilities. When DNT was drafted by the Cards' front office, it found that the line-up included:

- More than 20 laser printers connected only by "sneaker net."
- No scanning.
- Limited color printing capabilities.
- Inadequate capacity to meet the peak demands created by playoff or World Series games, especially when the national press corps shows up and needs immediate access to player stats, bios, schedules, and the like.
- For product support and service, there was no organization-wide provider so that it took extra effort to manage multiple vendors and hardware brands.



THE SOLUTION

- By installing multifunction printer/scanner/fax machines, the Cardinals reduced their usage of the older, more expensive per-copy laser prints. And, because the new multifunction devices are networked, staffers are saving tons of time better spent on their jobs.
- Commonly used documents (such as Human Relations documents, Hall of Fame archives, player statistics, and the like) are now scanned and indexed for easy electronic retrieval and printing when needed.
- During the 2006 playoff and World Series games, DNT supported the team by providing dedicated equipment and staffing to handle the peak demand in the Press Box. And, using the capabilities of its Downtown St. Louis office, it produced large-format color signs and placards for the World Series parade – without devoting scarce staff time to working with another outside vendor.
- As the official document management company of the team, DNT is the one-call solution for all the team's needs for support, service, and sales.

THE BOTTOM LINE

- The Cards' document expenses have taken a significant dive.
- DNT's solutions have helped the Cardinals' front office create efficiencies and time savings not possible with the old "sneaker net" and decentralized systems for support, service, and sales.
- Fewer devices to manage.
- When the national spotlight again shines on the team, they'll have access to additional document capacity, staff, and service – with just one call.

"DNT helped show us a better way to do document management. They're handling every aspect of document management for the organization, they're saving us time and money, and they're accountable for the results. The connectivity is great, and while we still have our old lasers, we're using them a lot less."

— Karen Brown, Manager, Office Administration
