



### Books OGAKI Co. Ltd

Nature of Business: Sales of magazines / books, CDs / DVDs, stationery and miscellaneous goods, operation of cafes and galleries.

[www.books-ogaki.co.jp](http://www.books-ogaki.co.jp)

#### POINTS !

1. Quickly aggregate the important daily sales reports and we also wanted to realize information coordination for 35 stores
2. Adopt desknet's NEO from the perspective of a bookstore manager
3. Realistic information sharing by desknet's NEO contributes to the attractiveness and sales promotion of bookstores

- Background: Founded 78 years ago, currently Books Ogaki Co. Ltd have 35 stores mainly in Kyoto as a community-based bookstore. In 2011, it established Otamaru Co., Ltd., a new company that supports the management of regional bookstores nationwide, with three companies in the same industry. We are working to create new value for bookstores in the online society by developing publishing business, limited reprinting of out-of-print books, providing inventory confirmation apps, responding to Internet orders, and so on.

#### Q1: What kind of issues were behind the introduction of groupware?

**A1:** It was to speed up and streamline the procedure from submission of business daily report of each store to confirmation of contents to sharing. The former president once read the daily business report sent by fax from each store and distributed to all the stores all the important information such as the in-store events reported by bookstore employees and the voices of customers.

At that time, there were only a few stores, so we valued it as a way to share the atmosphere of the workplace, which cannot be seen from the sales figures. However, as the number of stores opened increased, the amount of faxes also increased, and the problem was that it took too long to share the information to entire company.

#### Q2: What kind of information had been collected in the business daily report?

**A2:** In addition to the sales of the store, information that is important for sales was gathered. Every day,

useful information directly related to sales promotion was utilized, such as comments from each store manager, reports from stores, top-selling product rankings, and what kind of products / books were suddenly starting to sell. Product trends are especially important, and if there is a report that a particular book "sold out suddenly!", we would normally want to immediately confirm the required number of copies at each store and immediately place an additional order. In the situation where there is a time lag in sharing store information, there was a risk that we would miss a sales opportunity. The president, who could not see such a situation, proposed, "Let's think about a method to share the daily report information in all stores in real time and utilize it in the sales floor," and decided to consider a new management system.

#### Q3: So you were considering the introduction of groupware?

**A3:** From the beginning, we were not limited to groupware. When the current president spoke at a meeting of local managers, "Is there any way or system to manage and share daily reports?", recommended by a prominent company manager who sells musical instruments and CDs in Kyoto. We received desknet's NEO (formerly desknet's at that time). It has already been introduced by that company, and it was triggered by the high evaluation of its use. It seems that they actually got a good feel after seeing the usage situation. From the perspective of the bookstore manager, he said, "It is suitable for sharing the situation of each store without burdening the work of bookstore employees."

# “desknet's NEO's realistic information sharing contributes to the sales promotion of bookstores”

Distribution & Retail  
sector

Books OGAKI Co. Ltd

In 2003, when desknet's NEO was introduced, email was introduced at the same time, and the environment for information sharing changed completely. It seems that they also conducted a comparative study with their competitors before introducing it, but the fact that they had a high record of utilization and various functions of accredited acquaintance managers was high.

## Utilized Functions



**Circulation / Report** – realization of sharing of daily sales reports, which was the main purpose of introduction. With the use of this service, it became easier to link stores horizontally, and it became possible to visualize daily events and sales floor conditions at 35 stores. As the most important function, it was adopted and used in the work, which led employees to naturally acquire the know-how and habits of using desknet's NEO without conducting education.



**Schedule** – rules that store managers and employees must enter a schedule. The managers who work shifts can now know where they are when they want to keep in touch. When I contacted the store from the head office, I was able to make sure contact.



**Workflow** – paper applications requiring prompt approval are being phased in. Regarding the [Workflow] application, we explain it to the approvers of each route and obtain their understanding. At the twice-monthly store manager meeting, we announce the application documents that have been converted into [workflow] with the resumes to be distributed.



**Document Management** – manages approximately 100 documents in the format of various application documents such as regulations, manuals, and reports. Almost everything necessary for business is stored. Applications that require speedy approval are being gradually transferred to [workflow].



**Equipment Reservation** – used for operation management of conference rooms, equipment, company cars, and registers for business trip sales. The annual Santa Delivery service is also used to manage the destinations of Santa Claus.



**NeoTsui: Tweet** – share information about books, music, and movies that you encounter in your daily life, such as newspapers, magazine articles, TV, and radio. With the intuition of bookstore employees, they freely exchange information that may lead to sales, which is useful for inventory checking, creating sales floors, and promoting sales.



### Q4: Did you introduce in-house training to users?

**A4:** Firstly, we shared information using the functions of desknet's NEO, and practically expanded the usage while utilizing it. At first, we started by utilizing the [Circulation / Report], which was converted from the daily business report, and now the store managers and employees of each store told the newly-entered staff, “This is how we handle this”. There is no group training and no education costs.

### Q5: Finally, please tell us about the effect desknet's NEO has had on bookstore operations?

**A5:** By moving the daily business report to [Circulation / Report], it is a great effect that we can collect numerical values such as sales and get a quick report at all stores. On the other hand, books are also products that are difficult to predict when and when customers will buy them. Then see the numerical data of the core system, but rather the staff of each store is [Circulated Report] and [Neotsui] intuitive predictions and more considerations credibility, such as “why commodity is moving” to be published in the tweet also high I think that it often leads to early product acquisition.

It's interesting that desknet's NEO is able to combine and utilize the latest numerical data that the system pops out and the real sense that comes from the experience of bookstore employees.

Until now, the relationship between the store and the head office has changed from desknet's NEO to the cooperation between the head office and all stores, and the interaction between experienced staff will give rise to the idea of creating a more attractive bookstore.

#### Senior Director



Mr. Ogaki  
Gallery Kitaoji Director

#### Store Administration Department Sales Headquarters



Mr. Ito  
System Manager