



Driving Innovation

The Bosch Group is renowned worldwide as a supplier of cutting edge technology in automotive electronics, consumer goods, communications technology and capital goods. In such an innovative environment, the search for optimal solutions is not only a product requirement, but also an integral part of the systems and processes that support the quality and competence that is expected by Bosch customers worldwide. So, when it came to printing barcodes on production documents from their SAP system, only an easy and transparent solution was acceptable.

Barcodes for Ease of Use

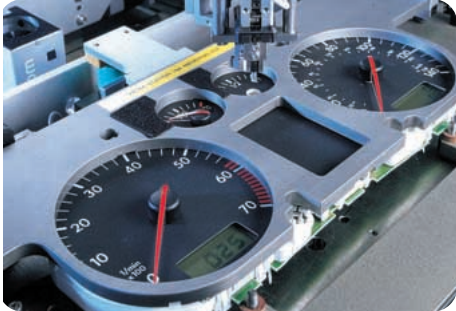
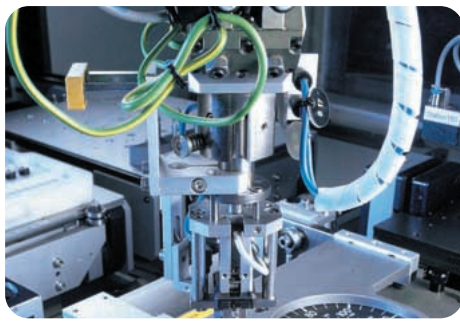
Bosch is the world leader in automotive equipment with production facilities across the globe. Two of these are located at St. Ouen and Albi in France, Bosch's most important foreign market in Europe – the facility in St. Ouen is exclusively dedicated to development and applications for the French auto industry. This is where the need to streamline the data entry and traceability of production documents arose.

Until March of 1998, Bosch were producing the barcodes they needed on separate labels, using thermal printers. The issue for HP and Inforsud Distribution (the HP reseller in this case) was to produce the barcodes as part of the original document on Bosch's HP LaserJet printers, from their SAP system, without complicating existing processes. HP got in touch with the French local JetCAPS partner, Danel Electronic, knowing they could provide both products and the necessary know-how for such a challenging print scenario.

HP and JetCAPS Together

Together, Danel and HP prepared a presentation for the Data Processing team at Bosch, and gave them a HP LaserJet 5 with the JetCAPS BarSIMM installed for evaluation. The JetCAPS BarSIMM is the only barcode printing solution for HP LaserJet printers that is supported by SAP for R/3. Among other things, this means that there are SAP notes¹ describing how to use the JetCAPS BarSIMM from R/3.





The JetCAPS BarSIMM is inserted in the HP LaserJet printer just like a memory expansion and extends the Printer Command Language to give control of the size, rotation, bar width and height, and where and how the barcode text should appear. It is these additional PCL escape sequences that make the intelligence in the JetCAPS BarSIMM accessible directly from SAP. In fact, because the JetCAPS BarSIMM not only prints the barcode but also looks after error detection and checksum, it reduces the load on the SAP system and the network. With support from Danel, who have a wealth of experience in implementing JetCAPS solutions in the SAP environment, Mr Bire and Mr Metge from Bosch quickly had their evaluation barcode printer up and running. And within six weeks of the initial presentation Bosch had placed an order for their first 40 barcode modules.

A Quality Solution

HP's internal definition of quality is 'when the customer comes back, and not the product', and as of May 2000, Bosch had already come back for more. They have 20 JetCAPS BarSIMMs in HP LaserJet 5 printers, and 50 JetCAPS BarDIMMs in HP LaserJet 4000 printers. This is not only a consolidation of printers (they no longer need the speciality thermal printers) and a simplification of their processes, but, by being an inexpensive and simple solution that is available for both existing and new printers, it also protects their existing investment in HP LaserJet printers and increases the return on their overall HP LaserJet printer investment.

Whatever the financial benefits, the real bottom line for Bosch is the day-to-day usefulness. As Jean-Claud Metge of Bosch puts it, "We easily and quickly implemented the BarSIMM solution. This solution is transparent to the printers and to SAP R/3. It works automatically and allows us to optimise our production documents." Which is the sort of trouble-free and competent operation that enhances and complements the quality one expects from a leading company like Bosch.

¹particularly 0005196 Printing bar codes with SAPscript, 0045643 Barcode control sequences for JetCAPS BarSIMM, and 0121305 Bar code SIMMs for Hewlett Packard LaserJet printer.

For further information please contact your local JetCAPS Partner at <http://www.jetcaps.com/partners.htm>



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