



Customer: SATO International Pte Ltd  
Web Site: [www.satoworldwide.com](http://www.satoworldwide.com)  
Size: 1,091 employees  
Country: Singapore  
Industry: Manufacturing – Barcode  
Printers, Handlabellers, Labelling and RFID  
Solutions  
Partner: NTC Integration Pte Ltd

#### Customer Profile

SATO International Pte Ltd is the global headquarters for SATO Corporation, a public listed company in Japan. It was incorporated in Singapore in 2001 by SATO Corporation to oversee the sales, marketing and customer services activities of all its Group Member Companies outside of Japan. Today, SATO International has a network of 23 operations located in 19 countries. SATO Corporation is a pioneer in the Automatic Identification and Data Collection (AIDC) industry, and has been a leading innovator in barcoding and RFID solutions arena worldwide.

#### Software and Services

- Microsoft® Software and Services
  - Exchange Server 2007
  - Windows Server 2003
  - Outlook 2007
  - Windows XP

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## SATO International Forecasts Improved Productivity and Cost Cuts with Microsoft® Exchange Server 2007

“With Exchange 2007, we expect to reduce the total time for communications, and increase our staff productivity.”

Mr Kiyohiko Yoshii, Director, General Counsel & IT, SATO International

#### Business Needs

SATO International has recently grown its business exponentially. In two short years, it had doubled its headcount, and acquired and merged with two new businesses operating across 15 countries. With such rapid growth, the company was fast outgrowing its archaic POP3 email system. The current system became increasingly unreliable, and severely limited the company's ability to effectively consolidate its new acquisitions and synchronize business communications across its entire operation.

It needed an efficient email solution that could offer:

- Greater reliability to cope with increased numbers of staff and emails
- Increased staff mobility and productivity, as operations are spread across different time zones
- Better collaborative capabilities so that staff from different countries can work more effectively on joint projects.

#### Solution

After evaluating a few options, including Microsoft Exchange Server 2003, SATO International eventually chose to deploy the latest Microsoft Exchange Server 2007. Exchange 2007 stood out from the rest because of its unified messaging features and ability to significantly improve staff mobility. In addition, Exchange 2007 is a 64-bit application that will reliably support the increasing communication demands placed on SATO International's messaging system.

#### Benefits

With Exchange 2007, SATO International has achieved greater integration of its internal communications and improved its ability to respond and deliver to customers. The benefits include:

- **Improved cost-effectiveness** – Exchange 2007 costs 40 percent less to operate than SATO's previous email system.
- **Better security** – Exchange 2007's high reliability and built-in protection technologies ensure safe, uninterrupted business communications.
- **Complete data protection** – According to Mr Yoshii, SATO International experienced low productivity levels whenever a staff lost a laptop containing important emails. “It was very troublesome and costly. With Exchange 2007, I believe we will be able to eliminate this issue and confidently carry out our business,” said Mr Yoshii.
- **Ease of integration** – SATO's IT staff and users are already familiar with Microsoft products, reducing the need for training and shortening the adoption curve.
- **Greater productivity** – Exchange 2007 allows SATO's staff to access their email, voice mail, calendars and contacts away from the office, thereby improving work productivity.
- **Better collaboration** – Shared calendars and Global Address Books enable staff to collaborate more effectively on projects.
- **Happier customers** – Sale managers can now respond to customer requests faster, improving customer satisfaction.

