



Ali Zaid Al-Quraishi & Brothers Company Limited

Output Director Simplifies Printer Management for AZAQ's Commercial Group

The Situation

Founded in 1958 as a small family business in the Kingdom of Saudi Arabia, Ali Zaid Al-Quraishi & Brothers Company Limited (AZAQ) now has over 600 employees on its payroll, has long established associations with world-class brands, and has become one of the leading business groups in the region. Rooted in marketing and distribution, AZAQ represents top names in leisure goods, household products, watches, office furniture, telecommunications, electronics, electrical equipment, and motor vehicles. It is also involved in the manufacture of electrical products like transformers and switchgears.

As AZAQ's Commercial Group grew, they chose to implement the Oracle E-Business Suite—a fully integrated, comprehensive suite of business applications for the enterprise—in order to remain consistent with their high standards of service. However, as the team got closer to their deadline, they learned that in order to print in an Oracle Applications environment, they would have to first define their printers in Linux and then define again in Oracle.

The Challenge

With more than 100 printers spread throughout the organization in multiple offices and showrooms, AZAQ was looking at an extremely daunting task. Furthermore, they knew that labor-intensive scripting—while it would work for initial setup—could create even more work later, like during upgrades or during maintenance periods.

AZAQ searched for a solution that would provide them with a way around time-consuming printer setup. They chose Output Director from Unitask to ensure they both met their implementation deadline and provided the same printing functionality their end-users were used to.

The Solution

"In short," said Fadi Hijazi, IT Group Manager at Ali Zaid Al-Quraishi, "we were looking for a simple solution that would minimize the headache and support level from the technical department; Output Director was our answer."

Output Director increases productivity by allowing users to print to any printer accessible by their computer, including non-desktop printers. Users can create PDFs, and easily attach Oracle E-Business Suite output and reports to email messages.

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Output Director also improves data security by ensuring that users have sophisticated control over where sensitive output—like hard copies of financial or audit information—is printed to.

“It is important for us that the solutions we choose do make our environment more complex or cause many support calls,” said Hijazi. “We likes that Output Director is a module that installs directly into an Oracle instance and does not require additional hardware, software, or create a lot of system overhead.”

Once installed, Output Director completely eliminates the Oracle requirements of repeatedly setting up print queues in the operating system and either minimizes or totally removes the need to configure printers in the E-Business Suite. Most importantly, it immediately relieves the

Oracle IT staff of the tedious and non-value added tasks of printer setup and administration, while delivering a more efficient enterprise-printing environment.

“So far Output Director has worked very well for us. For companies who need an uncomplicated way to solve printing problems, this is a very good solution,” said Hijazi

About AZAQ

The Group today is firmly based in the marketing and distribution field, representing top brand names in leisure goods, household products, watches, office furniture, telecommunications, electronics, electrical equipment and motor vehicles. It is also involved in manufacturing of electrical products and transformers and switchgears. Ali Zaid Al Quraishi & Brothers has an enviable reputation for its coverage of the Saudi market, its financial strength, and its commercial integrity. It has a tight-knit, skilled management team at the Group headquarters level, and professional management and marketing organization within each division. Our aim is to provide the highest standards of service to principals and customers alike. We are proud of the contributions that the AZAQ Group has made to the development of the Kingdom of Saudi Arabia. For more information, please visit www.alquraishi.com.

About Unitask

Unitask is committed to helping organizations implement, manage and run their Oracle E-Business Suite. Unitask creates, sells and supports software products based on experience gained from over a decade of Oracle E-Business Suite implementation projects. Customers of the Oracle E-Business Suite around the world rely on Unitask products to eliminate implementation and operational risk, improve the quality of the application and accelerate time-to-value. For more information, please visit www.unitask.com.

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