

*Case Study*

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# Recall.

Planning for the future.



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Dexion has long regarded the information and records management industry as “core business” and built a team of experienced sales engineers and project managers to develop and maintain relationships within the industry. One leading supplier that has relied on Dexion storage solutions for many years is Recall.

Recall is a world leader in document and information management, retention and secure destruction and operates in 23 countries. Its growth is based on an increasing trend by businesses to “outsource” the storage and rapid access of data and information. Recall is a wholly owned subsidiary of Brambles, one of Australia’s largest privately owned companies, and is headquartered in Sydney, Australia.

In December 2005 – Recall announced it had increased its presence in major and developing markets with the A\$260 million purchase of AUSDOC. The combined operations point to the continued success of the Recall brand in Australia.

In commenting on the purchase, Mr Tim Whiteside, President Asia Pacific for Recall, said that the purchase will allow the company to further develop its capability to support the document management needs of private and public sector organisations.

“The need for compliant, timely and secure document management is growing rapidly within the Asia Pacific region, along with the rest of the world. As the region’s leading supplier of services in our industry, we will now be able to offer our ‘whole of life’ approach in document and records management to a much wider customer base,” said Mr. Whiteside.

“2005 was an exciting year for Recall, with major growth in the Asia Pacific region, significant customer wins, and now our stronger presence in the Australian market following the AUSDOC purchase. We look forward to capitalising on our new resources in 2006 and building a stronger Recall,” said Mr. Whiteside.



Dexion Achieves 'Partner Status' For many years Dexion has been a supplier to Recall, managing the storage requirements for a number of Information Centres. This supplier status changed to "partner status" when Recall decided to plan more strategically its medium and long term requirements.

According to Karen Fullagar, Operations Director at Recall Australia, Dexion has evolved from a supplier of storage systems to a key "strategic partner", assisting in shaping the future of the business.

"Historically, Recall and Dexion have had what we would call a traditional customer/supplier relationship. In simple terms, we are in the business of managing information for our customers, storing cartons of information on shelves and Dexion are in the business of providing storage solutions," said Fullagar.

"Typically when Recall planned a new Information Centre, we would determine the location and size and Dexion and other service providers would be asked to

tender for, and then contracted to supply, the storage solution." she said.

With the spiralling costs of real estate, particularly in major cities such as Sydney, the changing demands of Recall's customer base and the quest for continued growth it became apparent that a far more strategic approach was required when planning the future of the business and in particular the planning of new facilities. Approximately 3 years ago, Recall implemented a new approach to assess its existing business and to plan for the future.

"For an 18 month period, we examined our business and considered issues relating to existing markets and customers, future growth, and the location and style of facilities," said Fullagar. "In the early stages of this process, we recognized that where we might be experts in the storage and management of information, we are not construction experts. So we invited two key and strategic businesses to form a three-way



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‘partnership’ - Recall, Macquarie Goodman, the development experts, and Dexion, the storage specialists,” she said.

“Being a global company, we are able to access world’s best practice and understand trends in other markets,” said Fullagar, “and then construct facilities and implement storage solutions that might be operating in other parts of the organisation around the world.”

“Conventional thinking says the storage capacity of a building is limited by the size of the footprint, but if you increase the height of the building you are able to greatly increase the capacity,” said Fullagar, “but with tall buildings you then have to examine the economics and efficiency of retrieving the cartons from the furthest and highest sections of the building.”

“So we sat down with the Dexion team, and in particular Mark Barraclough, who has a vast amount of experience and a very logical way of working through issues relating to building configuration,

particularly detail like travel times for the cranes and how columns will impact on the layout of the rack that sort of thing,” said Fullagar. “He’s also able to advise on technological developments from a global perspective and most of his ideas have been implemented in the new facilities. In our opinion, there is no provider like Dexion, nobody has the wealth of experience and the calibre of personnel like Dexion,” she said.

#### **The Dexion solution.**

“Dexion were involved in the Auckland, Sydney and now Singapore projects from the ground up. We provided them with various amounts of data, projected growth in terms of customers and volumes and Dexion were responsible for finding the right solution,” said Fullagar.

“Dexion doesn’t just supply racking, it sources the right solution for the application. For example, both the Auckland and Sydney facilities feature Racking Access Vehicles, manned high - rise stacker



cranes that Dexion sourced from Norway, featuring world’s best and safest technology,” she said.

“We like the Dexion style. Throughout the developmental process there were no guarantees that they would get the business, but they were prepared to work as our partner none-the-less.” said Fullagar, “The Greystanes facility, in Sydney is an absolute ‘state of the art’, mega information centre that positions Recall in terrific standing with our current and future customers. said Fullagar, “the perfect solution. Recall can now provide worlds best practice in terms of order

delivery” and overall a more efficient and cost effective service to our customers.”

The Greystanes facility is one of the largest Information Centres in the Southern Hemisphere. Once complete, it will have in excess of 4,000 bays of racking with 21 levels of storage to cater for 6.6 million standard cartons. The rack system includes 48 aisles each 130 metres long. The storage system features a 25 metre rack system serviced by 12 Racking Access Vehicles, 6.2 kilometers of crane rail, 406 kilometers of racking uprights and 252 kilometers of racking beams.

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Once complete, it will also include 48 container-loads of a new shelf platform product called Punch Deck. Punch Deck combines the strength, functionality and economy of regular corrugated steel decking with the advantage of a 50% open surface area created by a series of large flanged holes. These holes allow penetration of air, light and sprinkler water for compliance with the latest fire safety standards. Punch Deck also provides a uniform flat storage surface that is free of raised protrusions for easy product placement and retrieval.

Greystanes will enable Recall to consolidate three major Information Centres into the one facility, providing huge savings on rent alone.

**Dexions’ project management capabilities – a key benefit for Recall.**

“We have always been impressed with the approach of Stuart MacNab and his team in terms of project management,” said Fullagar. “As a strategic partner, Dexion is intimately involved in the project from the ground up.”

As with all projects, the Dexion Project Management Team has assessed and communicated all possible risks. A clear vision for the project has been defined and measurable targets set to ensure the project remains on track and is successfully implemented.

“The communication from Dexion is excellent,” said Fullagar, “they have encouraged a transparent relationship from the very beginning and we are happy to see that any problems are addressed immediately and openly. We feel we are in a ‘win win’ situation with Dexion. They understand our business, and they’ve proved over the years that they are a very capable storage solutions supplier. Together we can plan facilities, both here and overseas, into the future,” she said.

