

Case study

Sephora chooses a reliable and energy-efficient printer solution



Sephora management selects the HP PageWide Pro, reducing operating costs in the process

Industry

Consumer goods (perfume and cosmetics)

Objective

Needed to exchange legacy printers with more up-to-date models which would be cheaper to run and easier to configure

Approach

Compared different printers in terms of reliability, print quality, speed and energy consumption. Contacted HP in order to test its solutions

IT matters

- Faster and more reliable printing
- Low operating costs
- Easy to configure and use

Business matters

- Increased reliability provides improved staff and customer experience in perfumeries
- Time saving thanks to faster printing speeds and printer management via HP Web Jetadmin

SEPHORA



“The printers do not cause any problems during use, and the print quality in economy mode is more than sufficient. What’s more, other vendors were not able to beat HP’s price point for single colour print.”

– Mateusz Leszczyński, IT project manager, Sephora Polska Sp. z o.o.

Perfume chain Sephora reduces printing costs by up to 50%

Sephora is a leading chain of perfume and cosmetics stores. The company decided to replace old printing equipment with new HP PageWide Pro Multifunction Printers (MFP), due to their innovative printing technology. This purchase has led to improved print quality in its stores as well as reduced printing costs and energy consumption.



Challenge

Modern equipment for a modern company

Sephora is an international company founded in 1969, the largest chain of perfumeries in the world, with its presence primarily in Europe, the United States of America and China. The company belongs to Moët Hennessy Louis Vuitton Group (LVMH) operating in the luxury goods sector. Sephora has nearly 1,900 shops in more than 30 countries, and its flagship store on the Champs-Élysées in Paris has nearly six million visitors annually. Sephora's Polish subsidiary was founded in 1999 and now incorporates 93 perfumeries and an online shop.

Ambitious plans for further development of the brand in Poland has led to the implementation of many changes and improvements. With regards to modernisation, the company's management was faced with the need to replace its legacy printing fleet with more up-to-date models, across its entire retail chain in Poland. "This decision was dictated by the need to improve the work in our shops and to replace the old with modern printers with the ability to print in colour," admits Mateusz Leszczyński, IT project manager at Sephora.

Sephora needed new, technologically advanced multifunction devices that would meet the high demands of both its employees and customers, enabling it to provide a high quality service across its retail chain. HP advisers decided to face the problem and made a detailed analysis of Sephora's requirements. Their work has resulted in huge, mutual success.

"Sephora wanted to purchase multifunction printers to support smaller groups of employees from five up to eight people. The MFPs were to provide high quality colour printing with low operation cost. In addition to this, the printers had to be trouble-free and easy to set up and use," explains Piotr Woleń, Printing & Imaging technology consultant at HP.

Urszula Kowalska, printing specialist at HP, adds: "Each of our customers are always treated individually, so that we are sure that the offered equipment fully meets the needs of the buyer. We came to the conclusion that Sephora would need devices based on new, unique technology, developed exclusively by HP, because it provides a clear competitive advantage over other printers on the market. These new HP MFPs appeared on the market only last year."

Solution

High quality service and equipment

After a period of joint discussions around the needs and requirements of the perfumery chain, HP offered Sephora one of the newest models in its printing range – the HP PageWide Pro. Leszczyński says: "Beside the quality of the equipment, I had to be sure that the level of management and service support for the printer fleet during the term of the contract would be at a high level. Fortunately, HP advisers turned out to be true professionals. Although the negotiation process took a long time, sales consultants provided us with technical support and service."



“This has helped in identifying the basic needs and the requirements of the implementation. We refined every detail of migration, installation and configuration, along with a customised HP installation pack - just for our needs.”

Moreover, HP advisors were happy to let Sephora test the equipment during the contractual trial period: “We began testing a HP printer in one of our new perfumeries in March. It was a conditional undertaking before deciding on further co-operation.” As it turned out, the staff were satisfied with the new multifunction printer. They praised its functionality, ease of use and high quality output. Their opinion was taken into account by Sephora management, and it became a strong argument for introducing this model in all stores.

What else made the management choose HP printers? According to Leszczyński, there were several reasons for this decision: “positive outcome of the negotiations, good ratio of the service and equipment quality to the given offer and expected savings during the contract period. Equally important were the unsatisfactory and unconvincing quality of the equipment and services provided by other companies.”

There are no electronic devices that are completely error-free however and when technical problems do occur the manufacturer’s service quality is examined. HP has passed this test positively. Leszczyński says: “It has been several weeks since we first started using the MFPs and I can already see positive changes.

“So far there have been two errors, and HP service responded in an impressively short time. I hope it will remain at the same level in the future, ensuring that print errors will be as rare as possible. The comments from our perfumeries are also positive – the most important factors for us are the speed of printing and the ability to scan and print in colour.”

Benefits

Functional, reliable printer is a key to business success

The decision to choose the HP PageWide Pro has brought a number of benefits. As was mentioned previously, the new MFP model is based on modern, unique technology, making it very efficient. In addition to this, the device can print very fast - about 70 pages per minute in office mode and 40 pages per minute in presentation mode. These speeds are unattainable for most laser printers of a similar class.

The big advantage of the HP PageWide Pro is its relatively low cost of operation, providing up to 50% lower costs per page, and one sixth the energy consumption of comparable laser devices. In other words, the HP PageWide Pro consumes only 80 watts, while similar laser devices can consume up to about 600 watts of energy.

Customer solution at a glance

Hardware

- HP OfficeJet Pro x476

Software

- HP Web Jetadmin

HP's strong point is its very efficient service. As Sephora's IT manager acknowledges: "I hope that the quality of service and reliability of printers will remain at the current level. I will be able to fully verify that in about six months, up to a year. However I predict significant savings in print compared to our previous vendor. For myself and my department the major advantage is that the devices are fully configurable and manageable from HP Web Jetadmin. This functionality allows us to better diagnose problems and more effectively support our perfumeries."

Not only has HP provided Sephora with a printing device that meets its individual needs for print quality and speed: it has also provided complete automation of the company's consumable ordering. This automation ensures that ink levels across all Sephora stores are managed effectively and sufficient supplies are present in each store. Additionally, HP Web Jetadmin has been implemented to allow Sephora to proactively manage its printing fleet. Administrators are now instantly notified of potential printer problems, meaning that issues can be addressed much faster than if employees reported them manually.

Since the HP PageWide Pro printers appeared in Sephora stores, the work in their perfumeries has taken on a new dimension. The teams now have a reliable colour printer which is easy to configure and use. The MFPs' energy efficiency gives large savings, especially when considered over the three-year duration of their HP contract. In addition, high printing speeds are helping to save time for both employees and customers. The HP PageWide Pro has become a permanent fixture across all Sephora perfumeries in Poland.

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The HP products highlighted in this case study are HP OfficeJet Pro X and HP OfficeJet Enterprise X using HP PageWide technology. All references to the HP OfficeJet Pro X, HP OfficeJet Enterprise X and inkjet in this case study have been replaced by their current HP PageWide brand name: HP PageWide Pro, HP PageWide Enterprise and HP PageWide. The change of brand name does not affect the results of the case study.

