

Case study

Buffalo Grill cuts print costs by a quarter



French restaurant chain deploys HP Officejet Pro X Series to optimise print services

Industry

Catering

Objective

Replace its obsolete printing system, to reduce print costs and simplify the management of devices

Approach

After a meeting with the client, HP's partner VDI Technology suggested installing the HP Officejet Pro X476dw MFP, capable of meeting all of the client's needs. Most importantly, this solution also offered outstanding maintenance, including the replacement of faulty machines with identical hardware, for the entire duration of the HP pMPS contract.

IT matters

- Standardises and simplifies the company print function
- Saves 25 per cent on printing costs over three years
- Automates maintenance and the ordering of consumables
- Provides daily monitoring of system status

Business matters

- Guarantees 100 per cent hardware uptime
- Ensures user flexibility with the option to print colour menus and personalised flyers on-site or from the head office
- Simplifies the use of peripheral devices and energy savings



“What attracted me, in addition to the quality of the multifunction devices, was the HP after-sales service. This included standard exchange for a completely new product instead of attempting to repair it on-site.”

– Vivien Dubois, non-food buyer, Buffalo Grill

Buffalo Grill manages its entire printing system on a day-to-day basis

Established in 1980, Buffalo Grill is a French restaurant chain specialising in grilled meats. Its in-house printing system had become increasingly obsolete and costly to maintain. Thanks to the new HP Officejet Pro X Series and an HP Partner Managed Print Service providing after-sales service based on standard exchange for new hardware, the company will reduce its printing costs by 25 per cent over three years. The solution ensures the durability of its printing system for the next five years.





Challenge

Upgrade the printing system and provide new services

Established in 1980, Buffalo Grill is an American-inspired restaurant chain specialising in grilled meats. The chain grew rapidly and by 1990 the company owned around 40 restaurants. Four years later, the company created its own purchasing centre and meat-cutting plant. It now operates 330 restaurants, branches and franchises distributed across five European countries. In 2012 the company had served over 28 million meals.

For several years, the majority of the establishments owned by the chain had used mono multifunction printers, to print menus or for other internal requirements. But the printers were ageing and starting to present technical issues, resulting in an increasingly frequent need for assistance. And for a restaurant, having an unreliable printer can lead to operating losses. In 2013, Vivien Dubois, non-food buyer for Buffalo Grill, launched a country-wide RFP to upgrade the company's mono printers.

Solution

A unique model and outstanding after-sales service

Although several manufacturers responded with traditional solutions, HP opted for a different approach. After meeting with the client, HP was aware there were colour documents in the restaurants, including menus and promotional flyers, and that these items were outsourced to external print service providers. As a result, HP offered Buffalo Grill a sophisticated and durable solution based on a single printer model: the HP Officejet Pro X476dw MFP.

For the same price as a mono printer, HP offered a multifunction colour device which is fast, cost-efficient, and can be configured remotely. But the most important thing, which also attracted Vivien Dubois, was that the after-sales service. This included a standard exchange for a completely new device, instead of attempting to repair it on-site. After tests carried out in three restaurants, Buffalo Grill signed a pMPS (Partner Managed Print Services) contract in late January 2014 for a five-year period covering 225 HP Officejet Pro X476dw MFP. The roll-out took place between March and June of the same year.



Simple installation in less than 20 minutes

The lengthy roll-out period was due to a specific aspect of the catering industry. It was impossible to carry out any device installation during opening hours. Each operation had to take place early in the morning and was limited to 90 minutes. For this reason, the installation could take place in one restaurant per city at the same time in several locations, but not several restaurants on the same day.

As a result, five to six machines were installed each day by HP's partner, VDI Technology. However, thanks to the simplicity of the HP Officejet Pro X Series set-up process, the configuration only took 20 minutes.

For reporting purposes, VDI Technology installed a server at the Buffalo Grill head office, along with the HP Remote Monitoring solution, which allows the devices to order consumables automatically when they reach an alert threshold defined by the client. Each printer transmits information regarding ink and paper consumption on a daily basis, in the form of an email which is sent to both HP and Buffalo Grill. The client pays a monthly subscription which covers the management of the contract, shipment of consumables, and a cost per page for mono and colour printing.

All of these services are covered by the HP pMPS contract which also includes a single point of contact and twice-yearly reviews with the client to ensure that all aspects of the contract are running smoothly. The result is that Buffalo Grill will save 25 per cent on printing costs over three years.

Benefits

Technical and environmental benefits

According to Vivien Dubois, choosing HP is beneficial in two ways. First, exchanging the devices with identical models and new models in the event of a fault provides the company with a printing system which is constantly 100 per cent operational. Furthermore, the company has a buffer stock of five HP Officejet Pro X Series devices which can be used in a restaurant in case of emergency, in addition to next-day exchanges.

With regards to the environment, the HP Officejet Pro X476dw MFP only consumes 13W as opposed to the standard 400W. It prints 55 pages per minute, offers double-sided printing and prints in both colour and black and white, thanks to separate cartridges.

Finally, in terms of administration, the Buffalo Grill IT department can configure each printer remotely, thereby controlling whether or not colour printing is available at each site.

Customer solution at a glance

Application

Remote Monitoring

Hardware

- 225 HP Officejet Pro X476dw MFP

HP services

- Partner Managed Print Services (pMPS)

Head office can also send documents to individual devices. These documents can be printed in colour on-site, such as menus, promotional information or small posters. This ensures overall consistency in company communications, although each restaurant also has the facility to personalise these documents.

“Choosing an HP solution is beneficial in two ways. The printers offer outstanding reliability; they also consume very little energy, resulting in further cost savings.”

– Vivien Dubois, non-food buyer, Buffalo Grill

By 2017 Buffalo Grill aims to open up to five new restaurants in France per year, all of which will be equipped with the same HP Officejet Pro X476dw MFP device.

With this new HP multifunction product and the guarantee of having new devices throughout a five-year period, Buffalo Grill now has complete control of its costs with a durable and scalable technological solution.

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