

Case study

Importadora Fotomoriz S.A.

Gains IT Capacity and Flexibility Essential for New Printing Solutions that Meet Evolving Customer Needs



Organization

Importadora Fotomoriz S.A.

Country

Colombia

Industry

Distributor

Deal Size

\$10 million

Company Size

60

HP

HP Indigo

HP Financial Services

HP FMV solution



“As a leading distributor for print services, ensuring our customer’s evolving needs could be managed was critical for our business. Increasingly that need was predicated on our customers’ ability to access the latest technology and printing advancements on a time and consumption model that fit their unique needs. Working with HPFS helped us to make sure that we could solve for those needs in a flexible way, providing consistency of service and upgrades as needed. So if a customer urgently needs additional support or capacity tomorrow—it’s there for them and that’s what matters to us most.”

– Andres Dayou, President and General Manager, Importadora Fotomoriz S.A.

Organization Profile

Importadora Fotomoriz S.A. (IF) is a distributor of printing equipment. The company is based in Santa Fe De Bogota, Colombia and operates as a subsidiary of Ricoh Co. As a leading printing distributor in the region, IF recently won platinum partner of the year in 2013 for HP Indigo and was awarded Best Indigo Channel in the Americas by HP.

Business situation

IF has had a 63-year tradition of being one of the leading distributors for printing equipment in Columbia. However as customer needs evolved, IF needed to transform their business model to remain competitive. Their ability to support the growing demand for managed print and hardware as a service capability was critical. IF needed access to flexible solutions that would help them effectively manage current requirements while supporting the future need for printing innovation. IF was also building out their commercial proposition and needed to create differentiation in a crowded market for the services and solutions they delivered.

Solution

HP Financial Services helped IF build a flexible investment solution that aligned to their business needs and created the predictability required for the transformation they had

underway. With HP Financial Services, IF was able to create a flexible service model for printing that leveraged the latest HP printing equipment and was built to their customer unique needs and timelines. Access to mid-term upgrades helped IF quickly extend the use of printing equipment with customers when it was needed most, reducing the need for upfront investments and helping to maximize cash flows.

Benefits

- Investment flexibility that could be passed through to the end customer to help meet evolving requirement for consumption based printing needs
- Avoid delays with immediate access mid-term upgrades and extensions
- Simple, predictable payment model that reduced upfront investment and helped improve cash flow

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