Case study

Würth Belux boosts productivity following print overhaul

Construction supplies wholesaler modernises printer fleet with help of HP technology

Industry
Trade/assembly

Objective
Manage and standardise printer fleet consisting of different brands over multiple locations

Approach
Tested solutions by HP partner

IT matters
- Cuts operational and maintenance costs by streamlining printer and fax fleet from 44 to 22 devices and from two different models to one
- Provides one secure digital printing system capable of scanning, used over multiple locations

Business matters
- Reduces workload on IT helpdesk when it comes to printer issues
- Provides clear picture of annual print costs
- Boosts customer service as sales representatives spend less time printing receipts

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– Luc Pijpers, ICT system engineer, Würth Belux

Saving time and controlling costs

Würth Belux, a company specialising in assembly and fastening materials for the construction sector, has boosted productivity by swapping its outdated 44-strong black-and-white printer and fax fleet for 22 state-of-the-art colour printers. The devices were sourced by HP, with Würth's long-time partner providing Managed Print Services and PaperCut.

Challenge

Faulty Printers

Luc Pijpers, ICT system engineer at Würth Belux, used to spend a big chunk of his day attending to faulty printing devices.

"We had 22 black-and-white HP printers and 22 fax machines and managing those two systems across 22 shops took up a lot of valuable time," Pijpers said.

When its German parent company, Würth Group, stopped daily deliveries to the Würth Belux retail outlets, following an upgrade of its central distribution system three years ago, Pijpers' IT team was faced with a challenge.

"It was mostly a logistical problem," Pijpers said. "We couldn't get replacements of printers and new toners sent to our shops as quickly as before. Some of our printers were also starting to break down so the help desk was spending more and more time sending out replacements or spare parts for printers instead of dealing with other IT issues."

With 370 employees selling 130,000 different products to 60,000 customers and €59 million in annual sales, Würth Belux takes great pride in its customer service so something had to be done.

"We decided to look for a new printer solution that also included maintenance," Pijpers said.

The company further wanted to manage its printer fleet over several locations and get a better idea of its annual printer costs.

With some staff now equipped with iPads, and much more mobile than before, Würth Belux also wanted to get rid of its cumbersome fax machines and move to a secure, standardised digital printing system capable of scanning documents.

Solution

Managed Print Services

With the assistance of its IT services partner of 25 years, which helped negotiate on costs and provided Managed Print Services and PaperCut to facilitate and manage workflow, Würth Belux opted for the HP PageWide Pro Series.

"When we told our HP Partner our logistics were changing and we needed a new system, they immediately jumped in to suggest HP and Managed Print Services," Pijpers said.

They helped out with the installation of a test printer as well as adding PaperCut to the server of Würth Belux.

After two months of testing, Würth Belux decided to make the switch.

Customer at a glance

Applications
SAP
Speedy Touch CRM with digital catalogue

Hardware
• HP Officejet Pro X476 Multifunction
  Printer series x30

Software
• PaperCut (via partner)

HP services
• Managed Print Services (via partner)

Benefits

Simple and straight-forward
"The response among our staff has been really positive," Pijpers said. "We no longer have two printing systems with two different toners. It's all a lot simpler and more straight-forward. It has really boosted productivity at the help desk because we no longer waste valuable time dealing with printer issues. We still do the first level support, but we now have far fewer tickets coming in for that than before."

Because of the automatic two-sided printing function, customers can save up to 50% on paper. The HP PageWide Pro uses up to 50% less cartridge and packaging material by weight compared with color laser printers.

Another added benefit of the HP technology is enhanced security for the organisation and its staff when handling confidential documents.

Staff at the company's headquarters in Turnhout, Belgium can now use delayed printing.

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>
> — Luc Pijpers, ICT system engineer, Würth Belux

"You can basically tell the driver on your computer to postpone making a print until you get to the actual device," Pijpers said.

"The new HP devices can print very fast, particularly compared to a laser printer," said Pijpers. "Our sales staff have told me they spend a lot less time waiting for receipts to print which means they have more time for the customer."

The HP PageWide Pro is very cost effective when it comes to maintenance, Pijpers said.

"In the old system, repairs could sometimes last a few days," Pijpers said.

Whereas most devices in its old printer and fax fleet lasted about eighteen months on average, Würth Belux hasn't had a single replacement in the three years it has been using HP PageWide Pro.

"They're just much more robust machines and really user-friendly," Pijpers said.

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