

Modernizing Vietnam's Courts with Upgraded Print System Featuring Customized User Interface

How Vietnam's Minh Phat Technology Co. expanded its business by installing 700 Samsung MFPs in Vietnam's court system



When the Supreme People's Court of Vietnam needed a centralized printing and scanning system across 66 provinces, it was Minh Phat Technology Co. and Samsung Printing Solutions who took up the challenge. The court required 700 high speed MFPs with quality aftersales service and maintenance. For Minh Phat, it was a new business opportunity and a chance to win a long-term contract with a major government organization. They used Samsung's customizable Smart UX Center to program a Vietnamese-enabled UI platform, gaining access to a plethora of downloadable, interactive printing apps on Samsung's App Center. The new fleet of best-in-class Samsung MFPs equipped with fast scanning and printing speeds as well as 320GB high storage capacity is helping Supreme People's Court of Vietnam streamline workflows and increase productivity.

Case Study Overview

Partner: Minh Phat Technology Co.
(A sub of Binh Minh Group).
Location: Hanoi, Vietnam

Customer: Supreme People's Court of Vietnam
Location: 66 provinces across Vietnam
(main + subs)
Sector: Government

Customer Needs

- Unified print and scan system across 66 courts
- Faster scanning and higher storage capacity
- User-friendly UI
- Scan to and print from the cloud
- Top-tier quality service and maintenance

Offerings

- 600 Samsung MX3 MFPs, 100 MX4 MFPs
- Samsung's Smart UX Center with Vietnamese UI
- Samsung's Printing App Center

Benefits

- Vietnamese courts gain central, high speed MFP ecosystem
- Vietnamese UI increases work efficiency by eliminating language barriers
- High quality service and maintenance across 66 provinces
- Samsung Cloud Connector allows users to scan and print directly from the cloud

The Challenge

The Supreme People's Court of Vietnam previously used MFPs of various non-Samsung brands, all of which were programmed in English only.

"Many employees did not speak fluent English. It was common to see people gathering around the printer trying to figure out what the English options meant." says Dinh Viet Van, CEO of Binh Minh Group. "After we introduced Samsung's Vietnamese UI, client response turned overwhelmingly positive. We expect sales to increase."

Inconsistent maintenance service was another issue. While courts in metropolitan areas saw shorter response times for maintenance requests, ones located on the outskirts of town faced days of waiting for a service visit. Provinces with longer wait times were unable to function at full capacity with a dysfunctional printer or scanner.

Lastly, the courts needed MFPs that would better support employee workflows with high speed scanning and high storage capacity, so they can save scanned documents directly on the printer's hard disk drive. They were struggling with slow scan speeds and lack of storage space in their previous printing hardware.

Solution

Minh Phat Technology Co. met with local resellers and Persons In Charge throughout the 66 provinces to develop an action plan.

Along with the installation of 700 Samsung MFPs, the first uniform network of printers in Vietnam's court system, Minh Phat offered a package 2-year warranty and 3-year aftersales service guarantee. Maintenance services are regularly monitored by Minh Phat for quality control across all 66 districts.

Benefits

The centralized printing and scanning system allows courts to access the same standard files on the Samsung Cloud Connector where users can print and scan directly from the cloud, and sign-on to Office 365 and Moodle. Since every court branch was equipped with a Samsung MFP, Minh Phat Technology Co. was able to provide consistent face-to-face technical training to court employees and support the installation process.

The entire court system received the same information, so even if employees took a shift at a different branch, they would not have to waste time getting familiar with a new printer. Consistent training and technical support were crucial in delivering high-quality maintenance service across all 66 provinces, reducing workplace inefficiencies and employee downtime.

The new fleet of MFPs are also compatible with the court's document storage process. With a 320 GB HDD, the industry's top storage capacity, employees can freely save soft copies of every court document they create.

Additionally, the customized Vietnamese UI supports the court's primary language, making printer use easier and more convenient.

After the installation of 700 Samsung MFPs, the entire court network experienced an increase in work productivity. Following the success of the partnership, the client benefitted from extended services, while Binh Minh was able to sell more MFPs and genuine toners.

"Printers and scanners are necessary office tools for business success. Samsung's Smart UX system along with Minh Phat's service offerings are expediting our workflows and delivering all-in-one workstations."

-Le thi Thu, Sales Head of Minh Phat Technology Co.



CEO Dinh Viet Van of the Binh Minh Group (1st from left) posing with Sales Head Le thi Thu of Minh Phat Technology Co. (4th from left) and employees

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2016. 12.

4AA7-2666ENW, June 2018