



Robinsons Brewery Print Management

Stockport, Cheshire

The project—

The printer fleet at Robinsons Brewery had become fragmented after expanding reactively to changing business needs over a ten year period. Control was lacking and print costs were approaching £100k, due to a print infrastructure made up of:

- Over 60 printers from several manufacturers
- A mixture of unmanaged and managed devices
- Multiple service agreements across three providers
- A combination of desktop and multi-function devices, aged five to ten years

After reviewing their print strategy, Robinsons realised their need for a more strategically designed print infrastructure which:

- Consolidated service agreements and reduced burden on IT support
- Increased control over print-related spend
- Met end-user needs to a higher standard
- Increased productivity and streamlined processes
- Could flex to meet emerging business needs and longer term objectives





Assess



Design



Implement



Manage

The solution–

- A revised print solution, managed under one consolidated agreement
- A reduced number of devices, located conveniently in key areas throughout the premises
- Installation of a specialist production colour printer in the marketing suite, to reduce the volume of outsourced print
- Installation of a label printing application, to help streamline mailing processes
- Installation of Equitrack Follow Me, an application which enables users to print from anywhere, to any device on the premises

The results–

Cost management and control

- Increased visibility of print usage helps to proactively manage poor printing habits, and identify changing print requirements
- Greater cost visibility and control with access to detailed management information to help identify areas of over and under utilisation
- A reduction in print-related costs of nearly 30%

Productivity and availability

- Increased productivity and more streamlined print workflows, thanks to the ability to print anytime from anywhere and pick up documents at a convenient time and device location
- Greater flexibility and simpler document processing for mobile workers
- Eliminated printer downtime and vastly reduced IT support tickets for printer related issues

Security and compliance

- Greater levels of data security, thanks to a print-release function which requires staff to input a secure code at the printer to release their print jobs

“The Xerox solution Zen implemented is helping drive a transformation of old processes to new, and better meets our print and business needs. Now a standardised solution managed by one provider, our new print infrastructure gives us greater flexibility, security and control. And print costs have reduced by £30k per annum.”

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