

Lexmark and LaserFast have combined to provide a Managed Print Service which will reduce the number of devices, reduce costs, and eliminate the requirement for device maintenance by the IT team at Kennards Hire.

Lexmark and LaserFast deliver enormous cost savings to Kennards Hire with a Managed Print Service solution

The Customer

Established in 1948 and with more than 110 branches across Australia, Kennards Hire is one of the biggest and best known equipment hire companies in Australia. Kennards' customers range from home DIY enthusiasts to professional construction companies. Kennards offers the hire of tools and other equipment on both short and long term agreements.

The Challenge

Managing the many printers installed in the Kennards' branches across Australia became a frustrating and expensive task for both the IT team and the end users.

"Our users were unhappy and there was a lot of frustration around the costs, wastage and general pain that printer issues caused. Also, we had downtime when the printer finally died and had to be replaced. IT was holding a large number of spares and also managing spares in our regional offices," says Richard Fox-Smith, IT Manager for Kennards Hire.

The printers attached to the point of sale (POS) system were not suited to the heavy volume and type of printing that was required in store. Subsequently there was a very high toner and photo conductor turnover and the typical life of the printers was shortened dramatically; to less than 12 months in most cases.

These printers also used a special type of paper which had feeding issues, causing even more frustration for the users.

Kennards estimated that the amount of internal IT resources being used to manage the printer infrastructure and associated maintenance and supply issues was significant.

"The managed solution proposed addressed a lot of our key concerns and also continued to show a dramatic saving from our existing print fleet."

- Richard Fox-Smith
IT Manager
Kennards Hire



"Almost 20% of our time was being wasted managing the printers in our branches," says Stuart Crawford, Senior Systems Engineer for Kennards Hire.



“Since we owned the problem it was difficult to get a resolution to the problems as we were not experts in that particular area. We looked at upgrading the specifications of our fleet and still managing the printers ourselves. We reviewed a number of printers and talked to a number of suppliers,” explains Fox-Smith.

“While we were confident this would save a lot of money and improve reliability, we would still be in the same situation if we ran into a technical problem or failures in the branch.”

The Solution

Kennards Hire wanted a ‘best fit’ printer management solution for their business with improved reliability and usability for their end users. They also wanted a reduction in both the immediate costs of consumables and the longer term costs of IT management and device replacement.

Richard Fox-Smith says they turned to LaserFast for advice upon the recommendation of a colleague who had used LaserFast's services in the past.

LaserFast analysed and identified Kennards' specific business requirements and then set about tailoring an MPS solution to suit those requirements.



LASERFAST

LaserFast is an authorised partner of Lexmark.

Together, LaserFast & Lexmark have implemented many successful MPS solutions for businesses across Australia.

“Project rollout was very fast and efficient - we had estimated six weeks for full rollout, but this was completed in less than three. As with any project, there were a number of issues but these were addressed quickly and professionally.”

– Richard Fox-Smith

“When IT internal costs were taken into account [by LaserFast] this added to the advantages and cost effectiveness of the new LaserFast solution,” says Fox-Smith.

The LaserFast MPS solution proposed for Kennards included the installation of a Lexmark fleet, proactive monitoring of maintenance issues and on-site support from LaserFast's highly experienced team of technicians, who attend any of Kennards' metropolitan locations across Australia within four hours to fix any issues.

LaserFast also proposed to pro-actively monitor Lexmark consumables usage at all of Kennards' sites, ensuring they were never without toner cartridges.

According to Fox-Smith, LaserFast would be “a partner that would be on-site to address any issues we had and own our print problems. Toner and the logistics around that management would also be proactively managed.

The Results and Benefits

- Estimated \$600,000 in savings on printer infrastructure, management and consumables costs over the life of the MPS agreement.
- Reduction in internal IT costs involved in managing the print environment - from 20% of total workload to virtually nothing.
- Longer life for each Lexmark device, resulting in significant savings in replacement costs.
- Improved user satisfaction through fast response to maintenance issues and proactive monitoring of toner supplies, resulting in reduced delays for the customer and greater productivity for Kennards' branches.