

With Lexmark's deployment of its Managed Print Services, Hagemeyer Brands Australia (HBA) is able to achieve cost effective and mission critical laser printing across its 180 Australian branches.

Lexmark and Hagemeyer Brands Australia (HBA) continue to build on historical success

The Organization

Hagemeyer Brands Australia (HBA) is a leader in value-added business-to-business distribution services. Focusing on electrical, industrial and safety products, the group represents Australia's largest electrical distributor and wholesaler.

Hagemeyer Brands Australia (HBA) is part of the Rexel Group, which is a leading distributor worldwide of electrical supplies. HBA represents several brands including Smeg, Omega, De Dietrich, Blanco, JVC Australia and New Zealand, Polaroid, Omega Altise, Eurolux to name a few. They have more than 180 strategically located branches across Australia in both metropolitan and regional areas.

The Challenge

With the large network of branch offices spread across the country, HBA faced challenges of standardizing its print-related processes which proved time consuming for their ICT team.

Key requirements included integrating the print process into Hagemeyer's backend system and infrastructure to standardize and print customised documentations across all its branches.

Another issue faced was the challenge of managing different brands and printers as well as type of consumables across its branch network, which resulted in an inconsistency in managing supplies inventory, service agreements and contacts. With a need for a standardized print environment across its network, the HBA team required the tools necessary to manage their output environment with consistency and 100 percent uptime.

"With TotalCare, we can now automate and better manage many of our print related processes which previously proved time consuming for our ICT team."

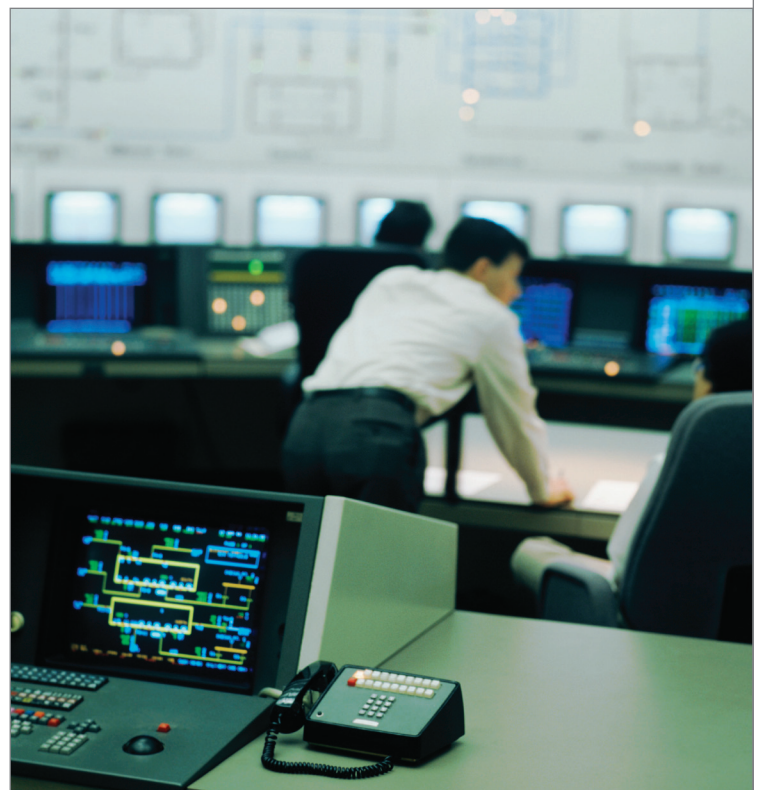


HAGEMEYER

- Ian Pannell
CIO,
Hagemeyer Brands Australia (HBA)

The Solution

Lexmark won the deal in a competitive tender under its TotalCare Managed Print Services program. With the comprehensive range of services provided, HBA will be able to print customised point-of-sale



“Lexmark has continuously introduced innovation into our business which has helped us to achieve significant improvements in our overall efficiency and cost management.”

– Ian Pannell
CIO,
Hagemeyer Brands Australia (HBA)

documentations, standardise processes, and improve the customer experience with fast time to print, and manage the entire output environment easily across its branch network.

Lexmark also integrated its range of colour multifunction devices to enable HBA to remotely scan various types of documents to a central system, produce customer invoices, store reports, and print marketing materials-on-demand in the branches.



With the integration of products and solutions, this will dramatically reduce costs associated with paper wastage and logistics of transporting hard copy information. It will also significantly improve many of the organisations’ internal business processes and hasten the speed of business.

The Lexmark TotalCare program also provides HBA with advanced device management tools, automated supplies ordering and distribution to its branches as well as enhanced customer service.

“We can now automate and better manage many of our print related processes which previously proved time consuming for our ICT team,” Ian Pannell, CIO of Hagemeyer Brands Australia (HBA), said.

Why Lexmark

Lexmark has been the supplier of choice for Hagemeyer Brands Australia (HBA) since 1991 and has established a strong record of achievement for the organisation including improving business processes and communication throughout HBA’s local operations. This rewarding and long standing relationship continues to deliver value to them via Lexmark’s TotalCare Managed Print Services program.”

“Lexmark has continuously introduced innovation into our business which has helped us to achieve significant improvements in our overall efficiency and cost management,” said Pannell.

During the tender process, Lexmark was able to demonstrate they could provide the solution that would deliver the most value to HBA in both short and long term, while offering flexible and relevant options for the future landscape of HBA’s print environment. With this, Lexmark was able to leverage and apply the extensive experience in delivering managed print services resulting in significant cost savings and better ICT management for Hagemeyer Brands Australia (HBA).