

CASE STUDY:

KENNARDS HIRE

LaserFast deliver enormous cost savings to national equipment hire company Kennards Hire, with a Managed Print Services (MPS) solution.

THE ORGANISATION - KENNARDS HIRE

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 offer 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 had become a frustrating and expensive task for both the I.T. team and the end users alike.

"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. I.T. was holding a large number of spares and also managing spares in our regional offices," says Richard Fox-Smith, I.T. 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.

"Our new printer rollout was one of the smoothest projects we have implemented. All the project goals were achieved and more importantly, our branches are now properly supported and Printer problems are a thing of the past."

- Richard Fox-Smith
I.T. Manager for Kennards Hire

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

Kennards estimates that the amount of internal I.T. resources being used to manage the printer infrastructure and associated maintenance and supply issues was significantly over represented. "Almost 20% of our time was being wasted on managing the printers in our branches" says Senior Systems Engineer, Stuart Crawford.

"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 spec of our fleet and still managing the printers ourselves. We reviewed a number of printers and talked to a number of suppliers. 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" explains Fox-Smith.



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THE SOLUTION

Kennards Hire wanted a 'best fit' printer management solution for their business with improved reliability and usability for the end users, as well as a reduction in both the immediate costs of consumables, and the longer term costs of I.T. 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 needs and then set about tailoring an MPS solution to suit them specifically.

"LaserFast was suggested by one of our senior managers and were approached to review and provide a solution. The managed solution they proposed addressed a lot of our key concerns, and also continued to show a dramatic saving from our existing print fleet. When I.T. internal costs were taken into account, this added to the advantages and cost effectiveness of the new LaserFast solution" says Fox-Smith.

The LaserFast MPS solution proposed for Kennards included 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 4 hours to fix any issues.

LaserFast also proposed to proactively monitor consumables usage at all of Kennards' sites ensuring they are never without a toner.

According to Fox-Smith, LaserFast would be "a partner who 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."

"I estimate we will save \$600,000 by moving to this LaserFast MPS solution."

- Stuart Crawford
Senior Systems Engineer at Kennards Hire

THE RESULTS

"Project rollout was very fast and efficient - we had estimated 6 weeks for full rollout but this was completed in less than 3. As with any project there were a number of issues but these were addressed quickly and professionally" says Fox-Smith.

- Estimated \$600,000 in savings on printer infrastructure, management and consumables costs over the life of the LaserFast MPS agreement.
- Reduction in internal I.T. costs involved in managing the print environment from 20% of total workload to virtually nothing.
- Longer life for each device resulting in significant savings in replacement costs.
- Greater user satisfaction through fast response to maintenance issues and pro-active monitoring of toner supplies - resulting in reduced delays for the customer and greater productivity for Kennards' branches.



For further information about how a LaserFast MPS solution can help your business call **1300 LASERFAST** or visit **LaserFast.com.au**

More information about Kennards Hire can be found at **kennards.com.au**