



Managed Print Services Case Study

The Challenge

B&H needed to improve service performance and device uptime, while reducing printer related costs. Because of their high volume and fast-paced business, maximum levels of traceability and expedited delivery of service and supplies were required. B&H receives a significant amount of packages each day, so tracking and routing of supplies shipments were critical. All service and supply transactions needed to be tied to asset tags and IT personnel needed a centralized view and reporting capabilities for all printer support activity.



The Solution

Over a period of 3 months an assessment of B&H's business processes and print environment was conducted. The assessment uncovered opportunities to reduce stock inventory, however the stock reduction could not compromise timely delivery, especially for mission critical devices. In addition B&H's had a strong IT infrastructure that required centralization of all printer related activity. Based on these findings, a Print4 enterprise solution was deployed. The solution included an Automated Toner Management System (ATMS) for toner fulfillment and a centralized Online portal to address the tracking, centralized visibility, and inventory reduction needs.

"At B &H Photo Video we rely heavily on printing and we know it is critical to the success of our business. We looked into various managed print service solutions as a way to improve printer uptime while consolidating and reducing costs, and found everything we needed with Print4."

Shlome Seidenfeld - Chief Information Officer
B&H Photo Video

End-User Customer

B&H Photo Video is one of the largest non-chain photo and video equipment store in the United States. They operate a 70,000+ sq. ft. SuperStore located on the west side of Manhattan. B&H is world renowned as the place to go for all your photo, video, pro audio, and digital imaging needs. The store is patronized by professional photographers and videographers due to their high level of expertise, their wide range of products, and

their professional and specialty equipment offering.

B&H's motto, "The Professional's Source", means they treat every visitor professionally and show each the same courtesy and attention as their professional clients. At B&H, every customer is "our best customer." B&H expects a high level of satisfaction and our MPS solution needed to deliver on their expectations.



The Results

- Deploying a Print4 solution with ATMS for supplies fulfillment allowed B&H to significantly reduce money tied up in their toner inventory; money that now can be invested in other mission critical parts of the business. Some inventory for mission critical devices are stocked to ensure maximum uptime. All purchases are now consolidated into a single source and are easily accessible online.
- The Print4 Online centralized portal provides the necessary aggregation of all printer related activity and allows purchasing and IT to view activity down to the asset tag/machine level. The reporting features allow each department to accurately manage and forecast activity.
- As a result of the assessment, B&H's business process were identified and integrated into the solution. All asset tags are incorporated into the Online portal so service and supplies can be properly tracked and routed. All shipments are identified with asset tag numbers to ensure proper delivery. In addition, floor plans with device locations and asset tags are included in the portal so service and supply deliveries can be expedited.
- With real world events consuming the IT's staff time, the ability to view and submit tickets online, as well as call or e-mail requests gives B&H's IT personnel the flexibility to manage events in a way that best fits their needs at any given point in time.
- Print4's Moves Adds-Changes (MAC) capabilities and dynamic view of the fleet now allows B&H to efficiently change and optimize their fleet. Print4's reporting, analytics, and trending features are helping B&H to enter into the Phase2 portion of fleet optimization.



"Print4 is a great fit for B & H because the technology provides us with everything necessary to manage our printing needs, and the service we receive ensures that our printers get priority attention. We no longer worry about printing problems, instead we can focus on more mission-critical infrastructure. Additionally, Print4 provided much needed consolidation. One monthly report gives us a complete view of our printing costs, and we significantly reduced the cost and overhead of maintaining a stock of printing supplies. More optimization is coming and we are glad that Print4 is helping us achieve our goals."

Shlome Seidenfeld - Chief Information Officer
B & H Photo Video

