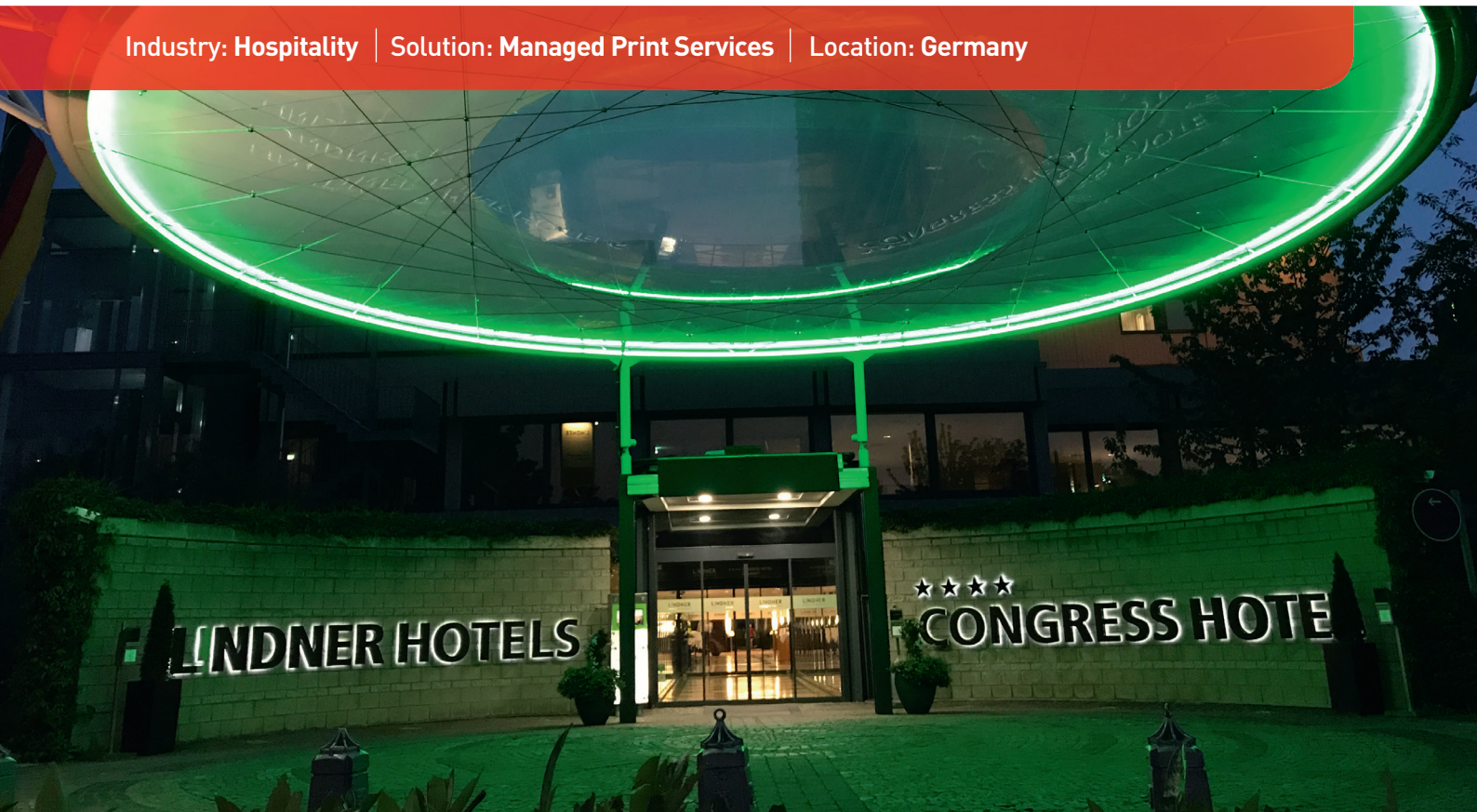


OKI Case Study

Industry: Hospitality | Solution: Managed Print Services | Location: Germany



OKI reduces printing costs and increases productivity for Lindner Hotels AG

The Challenge

Lindner Hotels AG regards trouble-free printing processes as vital for the smooth-running of its day-to-day operations. The hotel group relies on print from the generation of invoices for guests when checking out, to menus, event programmes, signage information and advertising materials such as flyers or vouchers.

LINDNER
HOTELS & RESORTS

About the customer

The portfolio of the family-operated hotel group (1,980 employees; €190 million turnover in 2016) includes a total of 37 hotels in seven European countries. The Lindner Hotels & Resorts brand stands for individual holiday concepts, high quality standards and innovative spa offers.

PRINTING COSTS
REDUCED UP TO

17%



Lobby area at the Lindner Hotel City Plaza in Cologne

The continuous growth and expansion of Lindner Hotels AG created challenges for the IT division. Various different devices had been installed across the entire company, resulting in a vast, uncontrolled print estate.

As a result, the procurement costs for consumables such as ink, toner and spare parts, were relatively high. Also service and maintenance cases were complicated due to different processes and contacts. "We were lacking a standardised and comprehensive service for all hotels, as well as a way of optimising our workflow. In addition, there were different procurement methods for each brand of printer and a large stock of unused consumables, which generated high costs," explains Michael Eckert, Corporate IT Manager at Lindner Hotels AG.

The Solution

In order to reduce printing expenses and implement a more efficient workflow, Lindner Hotels AG decided to redesign its printing processes. In a selection procedure, various suppliers of printers were compared in terms of performance, price/performance ratio, print quality and uniform operation. OKI scored with an individual total concept which was cost-efficient, clearly structured and, at the same time, easy to implement in order to prevent impairing the 24-hour operation of the hotel.

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Michael Eckert, Corporate IT Manager, Lindner Hotels AG

Benefits at a glance:

- Consolidated, user-friendly printer fleet
- Increased transparency and cost control
- Reduction in printing costs
- Roll-out without downtime
- Expert service and consultation

only convinced us with the speed of their printers, but also with how easy they are to use,” says Michael Eckert.

In a comprehensive on-site analysis, with the cooperation of Lindner Hotels AG, the OKI team designed a real-world scenario across the hotel group, including a feasible cost structure and an efficient concept for the optimisation of workflow. In this context, the landscape of diverse suppliers was replaced by printers from OKI, software and controlling solutions. This included a uniform service structure across the group, clearly defined IT processes, accounting with specified cost centres and monitoring tools.

The Benefits

Due to OKI, Lindner Hotels AG was able to create a uniform, modern systems landscape with transparent service processes and standardised procurement for greater economy. Overall, Michael Eckert is convinced he made the right decision: “We now have the transparency to enable us to control printing costs and volumes, also the workflow processes in IT administration and purchasing have improved enormously. The feedback from employees is positive throughout and reinforces us in our decision”. Even initially, we were able to achieve a cost reduction of 13 per cent.

“Ultimately, the customised concept, the professional consultation of the team and the good price/performance ratio were the deciding factors for us. In addition, OKI not only convinced us with the speed of their printers, but also with how easy they are to use.”

Michael Eckert, Corporate IT Manager, Lindner Hotels AG



Hotel reception, Lindner Congress & Motorsport Hotels Nürburgring

The Future

The second rollout – a further renewal of OKI’s printers – was equally successful. “Based on our excellent, trusting relationship, the professional processing of service incidences and the high reliability of OKI’s devices, we decided on a second rollout with OKI. As a positive side effect, we were able to once again reduce our costs significantly by up to 17 percent”.

Lindner Hotels AG would like to continue the cooperation with OKI into the future: “Further hotels and new projects are already on the drawing board for this year – and once we will be working with OKI,” says a pleased Michael Eckert.

OKI’s Smart Managed Print Services programme encompasses a range of tried and tested methods and tools to establish the current state of an organisation’s print related costs and processes before OKI creates a professional bespoke proposal to suit individual customer specific requirements. Our sales and engineering staff work closely with our key partners to offer Managed Print Solutions with maximum customer value.

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