

OKI Success Story: LIPO

Industry: Retail – Home Furniture | Products: Managed Print Services | Location: Switzerland



A COMPLETE MAKEOVER FOR FURNITURE RETAILER LIPO'S PRINT INFRASTRUCTURE

The Challenge

In a customer-focused business that supplies a wide range of high quality products, it's essential to re-evaluate and upgrade the printing infrastructure on a regular basis. This was precisely the goal of the partnership between OKI and LIPO, which involved a complete redesign of the retailer's Managed Print Services concept.

Through continued growth, LIPO has expanded the print infrastructure across 21 stores to include 378 devices. As is standard for large companies, LIPO's existing print system was subject to a costly price per page agreement. Printing around 250,000 pages per year, the company recognised a requirement to improve print costs by optimising the printer network.

PRINT COSTS REDUCED BY

30%



LIPO

About LIPO

Swiss furniture retailer LIPO Einrichtungsmärkte AG clearly knows what its customers are looking for. With a winning combination of superior quality and low prices is at the heart of their business philosophy. With new concept stores and the latest technology, LIPO is pursuing innovative ways to make their customers' shopping experience even more inspiring. The company's 516 in-store employees offer customers advice and support in their search for quality furniture, well-priced light fittings and bespoke kitchens. Customers can discover the "smarter way to better living" in any of the 21 LIPO stores or via their online shop.



The Solution

OKI worked closely with LIPO to design a managed print concept specific to the retailer's unique requirements. This new concept focused on adapting print volumes to fit new requirements and ensuring that each department had access to the applications it needed, as well as solving more practical issues such as handling supplies and ensuring the devices are easily operated.

"Years of experience, high quality and positive collaboration make OKI our first choice when it comes to printing," says Thierry Weckner, Head of IT at LIPO. The results of the printing cost analysis showed that the best way to achieve this goal was to start from scratch. As part of the new Managed Print Services contract between LIPO and OKI, the entire printer infrastructure was replaced, providing the company with state-of-the-art print infrastructure that has reduced the total printing costs for the business by an impressive 30 percent.

These achievements were made possible using a standardised platform consisting of only two OKI models — one being a cost-effective solution for monochrome printing on A4 and the other designed for printing A3 signs, posters and various high-quality marketing materials in striking high definition colour that would command the attention of customers browsing LIPO's stores.





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Thierry Weckner, Head of IT,
LIPO Einrichtungsmärkte AG

The OKI A4 black-and-white printers can be used by LIPO's customer advisors to print sales contracts, collection slips, installation instructions and lists from its Enterprise Resource Planning (ERP) software. This device also enables affordable monochrome printing for service and administration tasks for the accounting, HR and IT departments.

Then OKI's innovative A3 colour printing systems enable the marketing and sales departments to print professional quality collateral in-house and on-demand thanks to high definition colour and diverse media flexibility. “All of our price labels can be printed in-store on OKI machines in various sizes, ranging from A6 to A3”, explains Thierry Weckner. A comprehensive range of in-store collateral from price tags and posters can be downloaded from the central marketing system and printed at the respective furniture shop quickly, easily and cost effectively.

KEY FACT

Number of printers
reduced from

378 to **323**

The Benefits

This partnership has truly paid off, achieving a substantial print cost savings of 30 percent thanks to the implementation of OKI's state-of-the-art print technology and the optimisation of marketing and sales collateral in LIPO's 21 furniture shops across Switzerland.

The OKI MPS solution has reduced the number of devices from 378 to 323 across all LIPO's stores, while the print volume was significantly reduced from 250,000 to 100,000 pages per year. With the new OKI infrastructure in place, LIPO has seen a substantial reduction in print costs but is still able to meet its day-to-day business requirements.





All of the retailer's departments can now efficiently and cost-effectively print the back office documents and high impact sales and marketing materials as and when they need them. The new standardised approach has also increased the efficiency and ease of managing print consumables.

The Future

LIPO has expressed interest in implementing SENDYS Fleet Manager, the software developed by OKI for managing larger printing infrastructures. "We would be very interested in having an overview of the number of pages we've printed and the amount of toner we've used and other figures for all of our stores," says Thierry Weckner.

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Thierry Weckner, Head of IT,
LIPO Einrichtungsmärkte AG

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