

# Channelled TPM for effective business support at BMW Group Switzerland



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Lothar Zank, IT manager, BMW Group Switzerland





BMW Group Switzerland is the Swiss sales subsidiary of BMW Group, one of the world's best-known automotive manufacturers. In 2004 it sold 17,158 vehicles, an increase of 16.6 per cent compared to 2003. The company's BMW and MINI brands now enjoy a combined share of 6.5 per cent of the Swiss market.

A recent move to a new location provided an opportunity to redesign BMW Group Switzerland's heterogeneous print infrastructure to provide better support for business needs. The top priority was to achieve higher levels of flexibility and reliability. At the same time, the company wanted to free up its people to focus on the core business rather than spending their time maintaining printers and ordering supplies.

#### **Total Print Management**

BMW therefore began to search for an expert partner who would take over responsibility for the entire printing and imaging infrastructure. After evaluating several possibilities, it chose an HP-based Total Print Management (TPM) solution supplied by beelk Services AG.

According to IT manager Lothar Zank, the quality of HP's technology was not as important in making the decision as the flexibility of the TPM model. TPM not only offered pay-per-use pricing but could also support a wide range of user requirements in the short and long term. The availability of professional support when designing the new environment was also an important factor.

"We benefited significantly from beelk's understanding of the issues facing our business," said Zank. "On top of working to meet the requirements we'd set out for the new environment, beelk suggested lots of improvements that would make it even better."

#### **Extending TPM**

In the past, TPM was available only to HP's largest customers. beelk's ability to provide such a service arose from its participation in HP's "TPM 4 Channel" programme, which used a combination of training and specialist tools to transfer the knowledge gleaned from four years of TPM experience in Switzerland. As a result, beelk was in a position to help BMW at every stage of the project, starting with the initial design work.

In one of Europe's first channel-led TPM deals, beelk provided BMW with a complete TPM solution over a four-year period, covering services, supplies, hardware and monitoring. As part of the solution, beelk trained power users from different business groups on the new environment.

A total of 51 HP printers and multi-function printers (MFPs) were installed, including Switzerland's first HP LaserJet 9085mfp, designed for high-volume production environments. The devices are monitored using Web JetAdmin and supplies ordered automatically when needed. Around 200,000 pages are printed out each month.

### Increased efficiency

According to Zank, printing at BMW Group Switzerland is now much more efficient. For example, standardisation of the printer fleet makes it much easier and more straightforward to obtain supplies and to repair or replace devices if required. Most importantly, BMW's own people do not need to spend their time dealing with these issues. Given that the company's small IT team has to support not only 280 internal users but also 130 dealers with about 2,000 users in the dealer network, this is a key advantage.

"In the past, our ability to provide IT support for dealers was limited because we were always tied up with internal issues," explained Zank. "Now we are able to pay them more attention and help them implement new systems that will help their businesses."

### Overall quality

Whereas at one time BMW Group Switzerland's people sometimes had to go to a different floor to fax or copy a document, multifunction printers are nowadays close at hand, providing easy access to the full range of functionality.

According to Zank, print speeds have more than doubled for the average user, while the use of models such as the HP LaserJet 9085mfp makes it possible to accommodate peaks in demand, for example when dealers are provided with end-of-month reports. Furthermore, if there is ever a problem with one device, users can simply switch to another that is configured

similarly. This was rarely possible with the old infrastructure.

"In the past, we occasionally had to inform our dealers that they would not receive information they needed on a particular day because a key printer was out of action. Now that we have a more flexible infrastructure, work is never held up because of printer problems," explained Zank.

### Improved customer service

Taken together, these improvements lead to more streamlined processes when dealing with customers and the dealer network. Thus BMW has been able to realise its objective of improving customer service. At the same time, it has cut printing costs by an estimated 30 per cent. This is very close to Gartner's estimated savings for this type of project. Additional savings are expected as users familiarise themselves with the functionality offered by HP's MFPs. For example, the replacement of fax with scan-to-mail reduces costs as well as making document transmission to dealers much faster and more convenient. The growing use of double-sided printing will also create savings.

"Although it's possible to list the advantages of specific elements of the infrastructure, what really counts to us is the overall quality of the end-to-end service. In this context, it's clear that the combination of HP and beelk provides us with exactly what we need. If ever there's a problem, it's always solved extremely quickly," concluded Zank.



## Challenge

- BMW Group Switzerland wanted to redesign its print environment to provide better support for business needs.
- Initially, this demanded higher levels of flexibility and reliability.
- There was also a need to free up staff to focus on the core business rather than spending time maintaining printers and ordering supplies.

## Solution

- BMW decided to hand over responsibility for its entire imaging and printing infrastructure to an expert partner.
- It chose to work with beelk Services, which offered an HP-based TPM solution.
- beelk provided BMW with a complete TPM solution over a four-year period, covering services, supplies, hardware and monitoring.

## Results

- Because beelk takes care of the print environment, the IT staff at BMW are able to spend more time supporting the dealer network.
- Users experience greatly improved print speeds and easy access to a full range of functionality via multifunction printers.
- Because print jobs can be easily switched from one machine to another, work is never held up because of printer problems.
- Both dealers and customers experience better service.
- Printing costs have been cut by an estimated 30 per cent.

## Customer at a glance

- **Industry sector:** Automotive
- **Company:** BMW Switzerland
- **Headquarters:** Dielsdorf, Switzerland
- **Founded:** 1975
- **Telephone:** +41 58 269 1371
- **Number of employees:** 280
- **Annual revenues:** CHF1.3 billion (€820 million approx.)
- **URL:** www.bmw.ch

## Partner at a glance

- **Company:** beelk Services AG
- **Headquarters:** Zug, Switzerland
- **Telephone:** +41 748 15 10
- **URL:** www.beelk.ch
- **Business:** IT solutions provider
- **Product:** Network-oriented print management and document management systems, including hardware, software and services

## Why HP?

- Flexibility of the TPM model, including pay-per-use pricing.
- Availability of professional support from beelk when designing the new infrastructure.
- Quality of technology.

## Hardware

- 13 x HP LaserJet 1320n
- 12 x HP LaserJet 4350dtn
- 6 x HP Colour LaserJet 2550n
- 2 x HP Colour LaserJet 5550hdn
- 4 x HP LaserJet 3380 All-in-One
- 10 x HP LaserJet 4345xm mfp
- 3 x HP LaserJet 9050mfp
- 1 x HP Colour LaserJet 9500mfp
- 1 x HP LaserJet 9085mfp

## Software

- Web JetAdmin

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