

## Germany's leading mail-order company benefits from better print management



"We are very happy with the reliability and quality of print we get and this new solution is also saving us a lot of money," Roland Schlosser, senior consultant in IT Governance, Itellium Systems & Service GmbH, KarstadtQuelle's IT service provider

### Objective:

Leading German mail-order company QuelleNeckermann's IT provider, Itellium, wanted to increase the efficiency of the company's vital print resource.

### Approach:

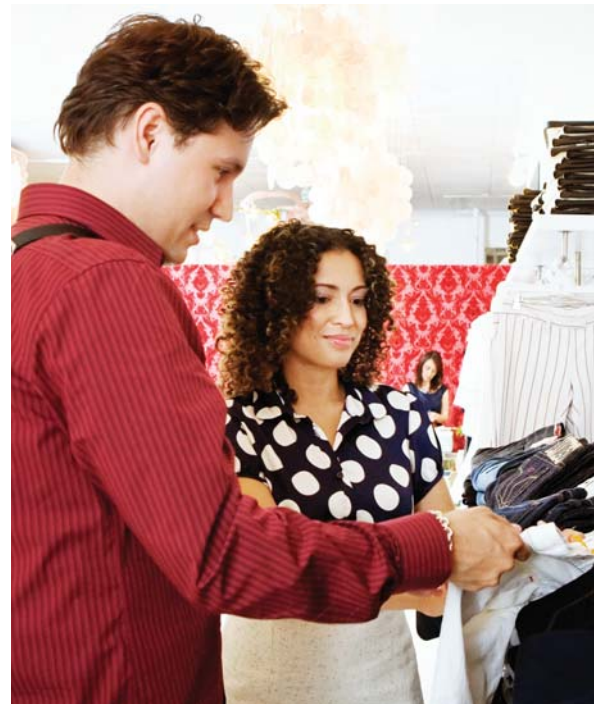
- 1,500 HP LaserJet and multifunction printers were deployed throughout QuelleNeckermann's offices. They are leased from and supported by HP.
- The balanced deployment was mapped for ease of identification.
- Printers are remotely monitored and are managed using HP WebJet Admin.

### IT improvements:

- Centralised print servers are now used in QuelleNeckermann's single buildings in Leipzig and Frankfurt.
- Individual Quelle buildings in Nürnberg and Fürth use the HP Print Server Appliance (PSA) device used to manage and monitor their own print.
- Individual printers, faxes and scanners have been replaced by multifunction devices.

### Business benefits:

- With key staff trained to use HP WebJet Admin, print management is more efficient.
- The headaches of providing toner and solving technical problems are now dealt with by HP.
- This print management solution is bringing in substantial cost savings.



KarstadtQuelle AG is Europe's largest department store and mail-order group. Its QuelleNeckermann subsidiary has a presence in 20 countries and is Germany's leading mail-order company with more than 15 per cent total market share.

Quelle's mail-order empire is headquartered in Fürth, Germany. Its state-of-the-art dispatch centre in Leipzig mails up to 180,000 parcels a day containing 771,000 individual items and recently sent out the company's billionth package!

### Vital print efficiency

Supporting this high level of business requires total efficiency and Quelle's 4,500 employees in Germany rely heavily on IT supplied by KarstadtQuelle's IT service provider, Itellium Systems & Service GmbH.

With a requirement for more than three million pages a month, print is a cornerstone of the operation. To

# Customer solution at a glance

## Primary applications

- Providing print services for 4,500 staff and efficiently managing the print environment.

## Primary hardware

- HP LaserJet 1320N, 2420DN and 4250N
- HP Color LaserJet 2500, 4650, 4700 and 5550N
- HP LaserJet 8150mfp and 9040mfp
- HP Color LaserJet 9500mfp

## Primary software

- HP WebJet Admin
- HP Print Server Appliance (PSA)

## HP Services

- Remote management
- Leasing agreement
- Pay-per-page arrangement

make this service as cost-effective and efficient as possible, Itellium wanted to introduce a new landscape and to simplify the whole management of Quelle's print environment. It chose HP and training from HP partner, Intracon, to provide the answers.

## Balanced deployment

"We had a lot of workplace printers and a lot of problems with toners, supplies and technical issues so we decided to change to a single uniform HP solution based on an agreed financial model," says Roland Schlosser, senior consultant in IT governance at Itellium. "Now our whole print fleet is leased from HP which takes care of everything."

HP and Intracon supplied and installed some 1,500 mono and color HP LaserJet printers and multifunction devices throughout Quelle's 35 buildings in Nürnberg and Fürth and in Frankfurt and Leipzig. Deployment is mapped so Quelle can now see where its printers are situated and locations with smaller print requirements run on a base price

with pay-per-page payment if that baseline is exceeded.

## Streamlined management

All printers are networked together with Frankfurt and Leipzig running centralised print servers in their single buildings and the HP Print Server Appliance (PSA) device used to manage and monitor print in each of the many Nürnberg/Fürth buildings.

Quelle's Managed Print Services solution is completed by HP WebJet Admin, the Web-based tool that allows you to remotely install, configure and manage network peripherals. Every location has key users who have been trained in the use of WebJet Admin.

"The greatest advantage is that we no longer have to bother about toner or technical problems," adds Schlosser. "Consumables are delivered automatically and if there is a technical issue we just make a call to HP and, under the terms of our agreement, the printer is repaired by the following day."

To learn more, visit [www.hp.com](http://www.hp.com)

© 2006 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

