

WORLD DUTY FREE CASE STUDY

"To me Xerotec are a support partner rather than a vendor; we challenge each other in terms of what we could both do better that's why I see it as a relationship."

Gary McDonald, Division Head of IT, World Duty Free

World Duty Free, part of the Dufry Group, is a UK based €1 billion business, operating in over 100 stores throughout the UK and Europe and working on a 24/7 basis. Ensuring that they adhere to security regulations and are legally compliant is of paramount importance within every aspect of the business and World Duty Free worked very closely with Xerotec to ensure that their print solution was secure, compliant and reliable.

RELIABLE, SECURE AND COMPLIANT

The key drivers for reviewing the existing print fleet was to ensure that the fleet would be optimised and more cost effective.

Using Xerotec's analytics software and speaking to existing users Xerotec were able to clearly see detail of how the existing devices were being used. Using this data the team were able to propose a solution which would fit the business requirements within head office, the distribution centre and the store locations.

Reliability and security were important considerations within the new printer fleet due to the nature of the business. Xerotec ensured that both of these aspects were taken into consideration and proposed a fleet of Xerox devices and also suggested MPS support from Xerotec's Aberdeen based helpdesk.

MPS DONE PROPERLY

It was very important to Gary and his team that device uptime was a top priority, because of this they decided that Xerotec would provide a full Managed Print service.

World Duty Free have a dedicated helpdesk agent to help with any issues. By understanding the fleet in depth and using Xerotec's specially developed software the agent can remotely monitor the devices to ensure optimised fleet uptime. Gary personally values this service:

"With the proactive monitoring that Xerotec provide the devices talk to a remote base so there's like a heartbeat which is going back to a central solution to the Xerotec helpdesk. This is now proactively managed through Xerotec's remote support where the machine uptime is regularly monitored. They are very proactive; engineers can be sent out to an issue before we even realise that there is one. This frees up time from my team who were spending a lot of time dealing with faults related to printers."

GOING BEYOND THE CALL OF DUTY

Due to the security and legal compliance issues, measures had to be put in place both during the install programme and also with regards to ongoing consumable deliveries to the store locations.

Helen O'Byrne, Head of Legal was particularly impressed with the way Xeretec handled the install process "Xeretec are the first printing company I've ever noticed and I've worked in a number of businesses. When the Xeretec people came and talked to us about implementation they were very visible, they were very interested in what would work for us. That showed me a calibre of service from day one that was very different."

Xeretec also devised a bespoke consumables delivery solution for the World Duty Free stores. Mirroring the plan that was agreed for the device installations; Xeretec utilises the distribution centre's lorries for any store deliveries. This allows for replacement parts and consumables to be delivered quickly and easily to the correct store and device.

Gary found a few additional benefits of the new system:

The team in the stores noticed that the print quality of the shelf edged ticketing was higher and more consistent with the new Xerox devices.

The introduction of a simple, but secure guest printing service that was easy to use and made it much easier for guests to print whichever facility they were visiting which offered a much improved service to World Duty Free visitors.

Another notable benefit of the new solution was the flexibility for any staff member to print from any printer due to the installation of secure Equitrac card readers. Gary enthused "If I'm moving from one location to the other I can go to any device with a Equitrac reader, scan my pass and collect my print from the queue. For me that's a huge saving and a real business benefit."

ANALYTICS AND SUPPORT YOU CAN RELY ON

As part of the ongoing relationship between Xeretec and World Duty Free, Gary has monthly reviews with his appointed Account Manager and Customer Relationship Executive. In these meetings they go through Pulse reports which detail the fleet usage, this allows both parties to analyse what can be improved, are there areas where wastage, and ultimately cost, can be reduced. For this reason Gary concluded:

"To me Xeretec are a support partner rather than a vendor; we challenge each other in terms of what we could both do better that's why I see it as a relationship."



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We have a 30-year history of delivering contract and lifecycle services for customers that range from Global Household brands across the World to family run businesses in the local community. Our focus is on delivering a complete technology experience designed to provide tangible business benefits, no matter how big or small you are.

Our selection process handpicks a range of solutions and service options in addition to offering off the shelf technology products. We provide bespoke solutions addressing digital workspace and communications, through to process automation.

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