

Global strategic alliance allows IBM to provide Print as a Service

Dansk Supermarked

Dansk Supermarked is benefiting from IBM's global strategic alliance with Ricoh. IBM extended the scope of its Managed IT Services provision to include print. Providing managed document services on IBM's behalf, Ricoh has transformed the retailer's print infrastructure. Users have access to versatile technology enabling printing on the move, whilst the managed service has released internal resource.

Managed Services

Dansk Supermarked is Denmark's largest retail group with 1300 stores, 44,000 employees and an annual turnover in excess of DKK 66 billion (€8.85 billion). The group's retail outlets include Føtex, Bilka, Netto and Salling. Dansk Supermarked enjoys a long-standing relationship with IBM, which provides IT Infrastructure Management Services and Application Management Services for the group.

The retailer's printer fleet was not initially supported by IBM, instead relying on multiple different vendor support arrangements. When equipment failed, it wasn't always apparent which supplies were required or which vendor to call for maintenance. In addition, print volumes were increasing and the overall costs were spiralling. Dansk Supermarked wanted to simplify this situation.

Compelling Business Case

IBM and Ricoh have created a unique global alliance to provide solutions which combine IBM services with complementary Ricoh document management services. Recognising that it could help Dansk Supermarked overcome the problems it was experiencing with its printer infrastructure, IBM recommended Ricoh's Managed Document Service to Dansk Supermarked Group.

After analysing the data for Dansk Supermarked's printer infrastructure, Ricoh and IBM presented a business case which would improve the effectiveness of the retailer's print infrastructure and minimise support requirements. Working within the terms of IBM's existing IT services agreement, Ricoh and IBM would provide a Managed Document Service for the retail group.

Customer Objectives

- Standardise print infrastructure
- Minimise support requirements
- Simplify contractual arrangements
- Reduce printer administration
- Improve access and availability

Ricoh-IBM Solution

- Extend existing IBM agreement
- Provide Managed Document Services
- Optimise and standardise printer fleet
- Establish effective governance
- Proactively support users

One contract. Consistent SLAs.

"IBM replaced an asset based solution with managed services for print. Most of our IT services, including print, are now managed by IBM. The managed service has released internal resource and reduced print related overheads. We have been impressed with Ricoh's technology and the efficient service which they provide."

Dansk Supermarked
fotex NETTO ALDI TøJ & SKO BILKA

Optimised Solution

Ricoh rationalised the retailer's printer fleet by approximately 30%, replacing ageing and inefficient technology with an optimised fleet of versatile multifunctional products (MFPs) which provide the means to print, copy, scan and share information in colour. Based on a standard technology platform and sharing uniform print drivers, the new machines are easy to use and support.

A proximity-print solution integrated with the Dansk Supermarked directory allows users to print their documents in any Dansk Supermarked office whilst safeguarding confidential documents. Rather than printing documents at a specific device, documents are held securely in a print server until released by their originator authenticating at an MFP using their company ID card. The application also captures detailed records relating to usage, providing audit trails for compliance.

Ricoh's @Remote service appliance provides real-time performance data on the MFPs, generating automated error alerts and toner replenishment notifications, which reduce the volume of print-related service desk calls and maximise MFP uptime. If intervention is required, service calls are escalated to Ricoh for response.

Print as a Service

IBM manages the relationship, outsourcing print services to Ricoh and providing them to the retailer as an extension to its existing IT services contract. For Dansk Supermarked, the advantage of flexing the contractual relationship is that most IT services, including print, are now facilitated by IBM under a single contract with consistent terms and SLAs.

The retailer's document infrastructure has been transformed. The platform is proving robust, reliable and easy to use. Providing more versatile technology and implementing a proximity-print application allowed Ricoh to consolidate hardware, reducing the number of devices by around 30% whilst improving capacity and availability.

For Dansk Supermarked, the improvement is striking. The retailer has access to more efficient technology, which is provided as an integrated component of a managed service. The service is scalable with Ricoh happy to relocate equipment as new stores open. Transparent Pay-per-Page pricing means that Dansk Supermarked pays for pages printed rather than estimated volumes.



Service Improvements

- State-of-the-art technology
- Intelligent proximity-print solution
- Remote diagnostic appliance
- Automated toner dispatch
- Co-ordinated service support

Business Advantages

- More efficient printer infrastructure
- Reduced IT & user intervention
- Greater focus on core business
- Single vendor (Ricoh via IBM)
- Same beneficial contract terms

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