

“We have been experiencing difficulties with managing the printing infrastructure in our premises, but since we have implemented the Xerox® complete solution, it is easy to monitor all the activities while having on-time services”

– Daniel Petrov, IT Manager,  
Baumax



## Starting point

“Baumax Bulgaria” Ltd. processes a large variety of different documents and in some departments this activity is of exceptional importance, as the company’s customers satisfaction depends on it.

Baumax was experiencing some challenges with its printing environment in its offices as there were over 150 different devices of various models from a number of vendors - standalone printers, multifunctional devices and copy machines. There was no clear strategy of how to support this large diversified fleet. The service maintenance of these devices was difficult, expensive and was very challenging from the point of view of payments, as invoices for repairs and consumables were coming in from different vendors at various times and procedures for handling them differed.

The process for ordering and receiving consumables took five business days and the process for ordering and repair took from two to fourteen business days.

Some departments in the headquarters and at the company stores around the country were in constant need for prompt printing and could not wait any

longer for someone from the service team to come and repair the devices with an issue, or to change consumables.

Baumax needed a solution that would allow control to plan costs, reduce equipment maintenance costs, optimize service support and allow the IT department to focus on their key tasks rather than ordering supplies. More efficient workflow would allow Baumax to provide a better customer service at “Baumax Bulgaria” stores.

Baumax signed a contract for the Xerox® Managed Print Services provided by Management Business Machine Ltd. (M&BM), a Xerox® authorized partner in Bulgaria.

## Solution

After conducting an assessment to evaluate the current state of Baumax’s workflow, Management Business Machine Ltd. advised the client to define a corporate print policy, optimize the equipment fleet, eliminate the inefficient equipment with high operating costs and introduce new productive and sustainable devices.

Twenty Xerox® devices were installed at the customer premisses, including Xerox® WorkCentre® 7845 color multifunction

printers (MFP), that were deployed at the most critical points. New models replaced all devices that were at the end of their life cycled.

Fifty-two devices from different vendors that were still in good technical condition and could provide high efficiency, were kept and are now supported by M&BM.

All client devices, including competitor ones, were connected to the Xerox® Global Contact Centre (GCC) to be monitored by specialists. This proactive monitoring and management system introduces the process to operationally react to incidents centrally, therefore ensuring a continuous supply of consumables and fast remote troubleshooting, which help minimize downtime and improve users’ satisfaction.

## Results

Since the introduction of the Xerox® MPS solution with remote monitoring of the infrastructure by Management Business Machine Ltd., the pressure was taken off Baumax’s IT department, allowing it to focus on critical tasks rather than troubleshooting and maintaining ineffective printing devices or ordering supplies and consumables.



Additional monitoring and visibility over the print fleet is now provided by Xerox® Device Agent and Fleet Management Portal (FMP) – the fleet is now proactively monitored for supplies requests and device faults. Supplies are ordered automatically and delivered just-in-time. Machine faults are often detected and resolved remotely before the client is aware that the device had a problem.

Baumax has already seen the following benefits from Xerox® MPS solution:

- Reduction of devices by 42% and standardization of the equipment used.
- Additional monitoring and visibility over the print fleet and ability to control and plan the costs
- Reduction of printing costs by 20%
- Reduction of CO<sub>2</sub> emissions
- Increased satisfaction of the company customers at Baumax stores

Initially there were 88 devices under the Xerox® MPS contract, but cooperation between Baumax and M&BM has expanded and now there are 123 pieces of equipment supported already.

“Baumax Bulgaria” is expanding its activity and M&BM will continue to be the trusted partner for maintenance and delivery of equipment, by applying good practices and professional approach to help the client meet its objectives.

### About Baumax Bulgaria

“Baumax Bulgaria” Ltd. is part of the largest Austrian chain of DIY stores with representations in eight countries in Central and Eastern Europe. The company came to Bulgaria at the end of 2006. Now the chain offers a great variety of products - more than 70 000 items, divided in several categories: construction, interior, equipment/ instruments, everything we need for the garden etc. The rich range of products is complemented by a combination of additional services: paint tinting, wood cutting, textile sewing, guarantee for returning the product, noncash payment, providing loans, transportation, insulation and external insulation, water supply and sanitation services, electrical services, laying tiles, puttying, painting etc.

### About Management Business Machine Ltd.

M&BM is a leader on the Bulgarian market in the sphere of IT solutions connected with management of printing environment and document workflow. M&BM has been a partner of Xerox® since 1994. After joining the Xerox® Partner Print Services program, it has been accredited to provide Xerox® MPS to clients in Bulgaria.

### About Xerox

Xerox Corporation is an \$11 billion technology leader that innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximize profitability and increase satisfaction. We do this for small and mid-size businesses, large enterprises, governments, graphic communications providers, and for our partners who serve them.

We understand what’s at the heart of work – and all of the forms it can take. We embrace the increasingly complex world of paper and digital. Office and mobile. Personal and social. Every day across the globe – in more than 160 countries – our technology, software and people successfully navigate those intersections. We automate, personalize, package, analyze and secure information to keep our customers moving at an accelerated pace. For more information visit [www.xerox.com](http://www.xerox.com).