



Customer case:

MPS as solution for improved efficiency and customer service.

Case Study:

Auto-Suni, Lappeenranta

”Here at Auto-Suni we have been using Brother’s MPS solution for 18 months and it has been very reliable. We haven’t needed to order ink once since the start, so we are very pleased with the printing solution from Brother.”

Jaakko Kokkola, IT Manager, Auto-Suni Oy, Lappeenranta

Auto-Suni is a car dealership that first opened in Lappeenranta, Finland, and that sells and services five different brands of car in four different locations. The company has over 110 skilled employees in the automotive sector. It sells about 4,000 cars and carries out approximately 30,000 branded service jobs every year. Auto-Suni is part of the Suni Group, which was founded in 1905 and started out as a car dealership in southern Karelia selling Studebaker cars.

Auto-Suni’s core values are honesty, entrepreneurship and open-mindedness. The company’s key goal is to be among the best in the business when it comes to quality of service. In order to achieve this, Auto-Suni is constantly developing its electronic services, among other things, so that the customer experience is as positive and smooth as possible.

Challenge:

Many different types of documents are printed out at a car dealership. Internal ink supplies take up space and create extra work for the company. If the ink in the printer runs out during the working day, work has to stop for the time it takes to replace the cartridge.

Solution:

With Brother’s Managed Print Service (MPS), the printers are always in working order, ready to use. The printers convey real-time information to Brother’s system, making it possible to remedy situations before the user of the equipment is even aware of the problem.

Advantages:

The day-to-day work of the business does not need to stop because its printers need servicing. The supplies come direct from the supplier, meaning the customer does not need to use its own storage space. In addition, the supplies are tailored to individual customer needs. Avoiding the need to manage printers internally improves efficiency and saves working time that can instead be spent on other activities, such as developing the business. The service contributes to significant savings, because the customer only pays for the actual pages printed.

Development of services

Auto-Suni prints many different types of documents and it is important for the business that its printers work properly. When the ink in the printer used to run out during the working day, it was impossible to print the documents that the customer needed. The customer was then forced to wait while the ink cartridge was replaced. This meant extra work for Auto-Suni's staff and involved spending part of the working day maintaining the stock of print supplies.

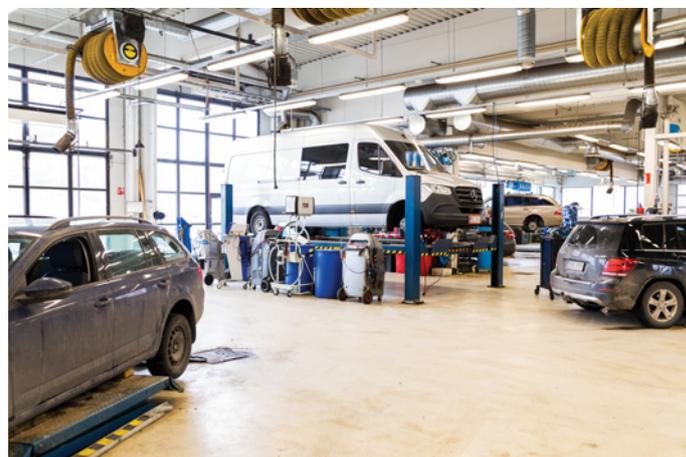
Auto-Suni is constantly developing its services and activities in order to improve its customer service. To avoid technical problems and develop its electronic services, Auto-Suni signed a print management agreement with Brother, which solved the company's former challenges involving printers.

The financial benefits of the service

With the help of Brother's MPS solution, the company can save on the purchasing costs for print supplies. Print supplies are delivered automatically and you only pay for the actual pages printed. The MPS solution also improves efficiency and the quality of customer service. Internal maintenance of printers decreases, freeing up time for other tasks.

Natural solutions

Auto-Suni focuses on service excellence, and views quality as an important criterion when it comes to choosing its partners. Auto-Suni has used Brother printers for over ten years and values their high standards and functionality. For that reason, it seemed natural to transfer to the MPS solution offered by Brother. Auto-Suni has now been using MPS for over 18 months, and everything has worked smoothly since the start. The solution has already contributed to thousands of euros in savings annually for Auto-Suni. Since Auto-Suni began using MPS, the company has not had to order print cartridges once.



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