



brother
at your side

Giving patients the best service

How one of the largest independent pharmacy chains eliminates print downtime and maximises productivity thanks to Brother Managed Print Solutions


**best for
business**



Challenge

Deliver a reliable, efficient prescription printing function for a national pharmacy chain with over 300 branches. Manage cost control, standardise consumables and ease the support burden on central resources.

Solution

A network-wide managed print service with automatic consumables ordering and on-going service and support.

Benefits

99% uptime for printers during five years of operation, almost 50 million pages printed and 4,500 toners replaced. A 20% saving on print costs across the business. More than \$190,000 saved per year by removing the need for an internal support function.

Staff at local pharmacies can focus on serving customers – not waste valuable time sorting the printer. Responsive service from Brother 7 days a week frees up Lewis Day Pharmacy staff from having to manage and maintain printers, sort issues, or order ink and toner.

“The quality of Brother’s service has been second to none. We never receive any complaints about printing from our staff and – when you consider that we now print more than [20 million] business-essential documents per year around the country – that’s an impressive achievement.”

Colin Kendrick, Head of IT, Day Lewis



Day Lewis Pharmacy Overview & Challenges

Day Lewis is one of the largest independent pharmacy chains in Europe, with 2,800 staff and more than 300 pharmacies across England.

Following the introduction of a new governmental electronic prescriptions service in 2012, the volume of printing required in its pharmacies increased dramatically, to around 5,000 prints per month per store on average. As a result, the business needed to review its whole print management programme.

Where they had previously managed its print service in house, with just one printer in each pharmacy, a more robust solution was needed to ensure all of the printers across the network were operating reliably and efficiently.

Head office had little cost control or visibility of how printing technology was being used by individual pharmacies. Providing support for the printers was starting to drain resources at their central IT department, as did the growing stock of toners, ink and drums they had to provide.

“We had to install a second printer at all of our pharmacies to cope with the demand for prescription printing. We needed to standardise hardware across the 190 sites and look at ways we could control ongoing printing costs, have greater visibility and outsource maintenance”

**Colin Kendrick,
Head of IT, Day Lewis**

A Brother Solution: delivering efficiency & reliability

Day Lewis appointed Brother to implement a managed print service and take over the management of its print function, including hardware, consumables and all support services.

Brother provided a full print assessment for Day Lewis, which recommended the best machines for business needs and the best placement in the office for users.

Brother's installation teams then deployed 360 printers in pharmacies across the network and as part of this process, Day Lewis staff were also given hands-on training to ensure a smooth transition.

The full managed print service that Day Lewis receives, not only includes hardware and consumables but also installation, service (such as proactive maintenance and monitoring) and the replenishment of consumables.

Brother tracks the status of every printer in the network remotely, and automatically sends out consumables and maintenance support technicians as and when they are needed. This removes all responsibility from staff, freeing up their time to focus on serving customers.

Throughout the partnership, the service has evolved to mirror Day Lewis' growth as a business – today the company has more than 1,000 Brother printers in operation. The hardware used has also advanced over the course of the partnership, ensuring they always have the latest technology.



**“Brother planned,
delivered and installed
380 new printers in
record time, trained our
staff and supported us
throughout this major
business change”**

Colin Kendrick,
Head of IT, Day Lewis





Business Benefits

Day Lewis Pharmacy saw the immediate benefit of Brother's service. Colin Kendrick, head of IT at Day Lewis agrees, "Brother was fantastic. They produced a full deployment plan and, along with their partner maintenance company, delivered new devices, across 190 sites in just 30 days – an amazing achievement. Brother had installed its robust network and prescription-ready laser printers in record time which meant all Day Lewis pharmacies were able to meet their commitment for the electronic prescription service."

"Not only has Brother's Managed Print Service enabled the implementation of the electronic prescription service across all Day Lewis Pharmacies, it has provided us with many business benefits. We've freed up valuable resource as Brother now provide excellent maintenance support, helping us to provide an uninterrupted service for our customers. Add to this Brother's on-going support and desire to build a real partnership with your organisation, I can highly recommend their Managed Print Service to others." Colin Kendrick, Head of IT, Day Lewis Pharmacy.

Day Lewis has experienced 99% uptime for printers during five years of operation, almost 50 million pages printed and 4,500 toners replaced. They also benefitted from a 20% saving on print costs across the business and more than \$190,000 saved per year by removing the need for an internal support function.

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Optimise your printing with Brother Managed Print Services

Your true cost of printing could be more than you realise!
Brother has a team of experts ready to show you how
Managed Print Services can benefit your business. They will:

- Work with you to review your current printing ecosystem
- Provide a bespoke recommendation to improve the way you work – reducing costs and increasing productivity
- Manage the transition to optimised printing with unrivalled on-going support

About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support by Kiwis.*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand – servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

*According to Perceptive research 2018.