

**brother**  
at your side



# Road to success with tech partner

How a New Zealand transportation business  
reduced costs and increased productivity with  
Brother Managed Print Services

 **best for  
business**



## Challenge

To provide Palmerston Transport Services' (PTS) with a new, full supported state-of-the-art printer fleet nationwide, installed with no interruptions to its 24/7 operation. The technology must provide solutions that support the business' unique requirements, so that PTS staff can focus on its continued operation and growth.

## Solutions

Brother's Managed Print Services (MPS) takes care of everything needed to make the printers run as they should – consignment orders, reports and other documents run smoothly throughout five nationwide depots, so staff never need to worry about print management and can focus on their core day-to-day tasks.

The MPS programme saw Brother dedicating time to analysing and understanding the needs of Palmerston Transport Services'. Then, they matched fit-for-purpose machines with staff needs, placing these in the right locations to maximise productivity and cost efficiencies.

PTS are supported by Brother's comprehensive suite of service and support. Apart from their old fleet being removed and recycled, the new Brother machines were delivered and set up for free. Automated consumables replenishment means they're never caught short for important printing jobs and there is free recycling for old consumables. The Brother NZ helpdesk is also available seven days a week and proactive maintenance and servicing ensure there's no downtime.

## Benefits

PTSL now enjoys a modern, reliable print solution that supports its unique needs, requirements and round-the-clock technical support. Installation was completed with zero disruption to PTS' operation. There are no hooks or hidden costs for the business, just a transparent fee that is based on the number of pages printed.

**"We wanted a business partner that would add value. We needed to access and monitor all printing and imaging devices, in every office throughout the country."**

**Tedy Sutedja,  
IT Manager, PTS Logistics**



## Palmerston Transport Services Overview & Challenges

**The founders of Palmerston Transport Services, as it was then called, never dreamed they would be hauling large military vehicles across the North Island when they started out with just a single tow-truck in 1976.**

Three decades on, PTS Logistics' (PTSL) fleet of more than 150 trucks and trailers specialises in transporting commercial machinery, with responsibility for big jobs like shifting tanks from port to battlefield when Singapore's military joins with the New Zealand defence force for regular training exercises.

PTS Logistics' success is built upon years of learning and best practice, from the latest GPS tracking technology in trucks to nationwide warehouse facilities linked to a central system so nothing goes astray.

Their logistics outfits rely heavily on printing and imaging devices for consignment orders, reports and everything else that assures on-time delivery. Paper flows through PTSL's five nationwide depots as much as the cargo they dispatch – it's critical that there are no delays or issues with their printing, as orders cannot leave without the right paperwork.

**"We have a tailored solution that's perfect for our specialist needs, meaning everything flows smoothly without a hitch. And with Brother's on-tap service and support we're a very happy team!"**

**Tedy Sutedja,  
IT Manager, PTS Logistics**

## A Brother Solution

“We partnered with Brother and their Managed Print Services with Cost Per Page Inclusive two years ago, as our print technology solution,” IT Manager, Tedy Sutedja, says.

“We wanted a business partner that would add value. They needed to enable us to access and monitor all our printing and imaging devices, from the high volume depot printer to the largest multi-function device, in all our offices throughout the country.”

PTSL’s operations are non-stop which means the imaging devices must always operate at capacity, with no downtime.

“The Brother technology solution and services have enabled us to meet these high demands, giving me more time to focus on my core role of managing the company’s IT systems,” Tedy says.

Tedy worked alongside Brother to establish the most cost effective and self-reliant printing solution service he could, opting for a customised Cost Per Page Inclusive plan. This included a complete refresh of PTSL’s print and imaging fleet, with older devices removed and replaced with state-of-the-art machines that were selected for compatibility with its software and technology needs, with no disruption to business.

Under the plan, all devices are remotely monitored by Brother’s 7-days a week NZ help desk and undergo proactive maintenance and servicing, so any issues are identified and fixed before they become a problem, and all consumables are replaced before they run out.

“Brother Managed Print Services is solutions focused, not product focused,” Brother Chief Operating Officer, Matthew Stroud, says.





## A Brother Solution (continued)

“We can provide a total imaging solution, across the board, to meet the expectations and needs of our customers, however complex they may be. This provides peace of mind for busy professionals like Tedy – with no hooks or hidden costs.”

“And with one of the most comprehensive end-of-life recycling programmes provided by any Kiwi print and imaging manufacturer, Brother recycled PTSL’s old devices for free, and continues to recycle its inks, toners and drums under this service,” Matthew says.

Managing the company’s print and imaging services is no longer a big part of Tedy’s routine. And that’s a big deal for the tech-centric logistics business, he says.

Tedy says having Brother on-board is a huge asset to the company and its operations. “We have a tailored solution that’s perfect for our specialist needs, meaning everything flows smoothly without a hitch. And with Brother’s on-tap service and support we’re a very happy team!”

# 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.\*

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.