

# Case Study

CDC 1726, CLP 3726,  
 CD 1028, CD 1128, CD 1435, CD 5240,  
 LP 3240, LP 3335



## From the hardware zoo to the homogeneous machine park: UTAX cures output management problems at the St. Marien Hospital Lünen

*"Due to the functions and designs, the devices more than meet the daily requirements of the hospital routine and act as a solution for virtually every problem."*

*Ralf Plomann, Head of IT at the St. Marien Hospital*

### The challenge: Consolidation of growing output management environment with high levels of printing traffic

Also at a hospital, printing must be carried out quickly and problem-free and be economical as well. A heterogeneous infrastructure which grows over the course of time, made it increasingly difficult at the St. Marien Hospital Lünen to fulfil these specifications. Therefore, with the help of multifunctional systems and printers of the specialised German providers UTAX and the office organisation Brauch as the on-site specialist, the total printer landscape was reorganised.

Around 1,000 employees work at the St. Marien Hospital Lünen. From patient fees and information to accounting documents, a considerably above-average printing traffic arises. Appropriate devices are and were acquired according to demand; thus, the "hardware zoo" came to be over the years: Around 300 paper output devices, laser and inkjet printers, fax devices and copiers accumulated, made up of 45 different model types. In addition to the operability - the users at the hospital have to be able to deal with different user interfaces - this especially affected the cost efficiency. Three departments were affected in particular: the purchasing department, which procures and stores different consumable supplies such as toner and ink for each model, the accounting department, which is responsible for the overview of all billing, and finally the IT support, which maintains all devices and the associated software. At the St. Marien Hospital, seven employees of the IT department are assigned to spend a large part of their working hours repairing printers, but this they are

### At a glance

- Drastic reduction of the number of devices with the implementation of multifunctional systems.
- Simplification and standardisation of the IT structure
- Less administrative and maintenance expense, easing the burden of the IT department.
- Less printing costs with a stipulated fixed price
- Higher performance
- Less storage space required with uniform accessories
- "Green IT": Considerably lowered electricity costs and emissions
- Comprehensive support with specialists on site



way too expensive. In addition, they are not trained as printer specialists and therefore, they required more time for the printer and had less time for core tasks like the optimisation of the hospital IT.

In 2007, the management and IT department therefore decided on refitting the entire site with new, uniform devices. One of the essential requirements of the project was the stringent simplification of the infrastructure: The hospital wanted to use less devices in all and to reduce the administrative as well as the maintenance expense considerably. In addition, by reorganising, the printing costs should be decreased, which, particularly with inkjet printers, the persons responsible considered to be too high.

### **The concept: Reorganisation to multifunctional devices**

Meeting the requirements should have been achieved through, amongst other things, the predominant implementation of multifunctional devices, in other words: scanners, printers and copiers. The determining factors in the selection were the criteria robustness, reliability and also compatibility with the existing system environment. In addition to the commercial and technical aspects, for Ralf Plomann, the Head of IT at the St. Marien Hospital and project manager of the reorganisation, a trustworthy, competent onsite project partner was of importance. "We decided on having a qualified specialist on site, the system house office organisation Brauch," explains Plomann. As a full-range supplier, Brauch supplies everything from a single source; not only office devices, but also office material and furniture. The business has been a partner of UTAX since 1985 and consequently, has many years of practical experience with the UTAX multifunctional devices.

"We followed the Brauch's advice and decided on the consolidation of our infrastructure using UTAX products," reaffirms Ralf Plomann. "Due to the functions and designs, the devices more than meet the daily requirements of the hospital



### **About the St. Marien Hospital, Lünen**

The Lünen or St. Marien Hospital is one of the largest in the Ruhr area, as well as one of the largest providers of health services in the Unna district. The hospital, which was founded in 1865 with 50 beds at the time, is today a specialist hospital with maximum care units, 590 beds and functions as an academic teaching hospital for the University of Münster, Westfälische Wilhelms-Universität Münster. The hospital's 16 specialist departments care for 20,000 in-hospital patients and almost 40,000 outpatients annually, and around 10,000 surgeries are carried out.

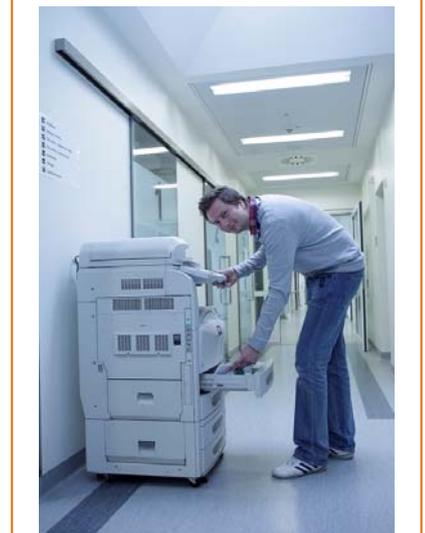


routine and act as a solution for virtually every problem. Print operations, especially in environments where time is of essence, require a solid and efficient class of device, in order to prevent delays in processes involved in the printing cycle. In the hospital routine, it often is necessary to run modern software products and old designs simultaneously. The UTAX company devices are optimally adaptable for both the most modern of environments and very old system environments as well as "exotic" product lines."

The collection of the old devices and the delivery of the 192 new devices took 14 days, then another 14 days for the implementation. These were predominantly black & white laser devices and only one device is a colour multifunctional system. The inkjet printers were completely removed, since they were also considered inefficient by Brauch due to the high consumption costs. Within one month, the machine park was completely reorganised, followed by the individual instruction of the hospital employees.

**The result: High satisfaction and a follow-up order**

The reduction of the number of devices immediately signified a lower spatial requirement, decreased electricity consumption as well as fewer emissions. Since many of the new UTAX devices work with accessories identical in design, for example, the same type of printer cassettes, less storage space was required from the start. The reorganisation also signified an enormous relief for the purchasing department: Previously, the purchasing department had almost always also screened models, obtained offers when purchasing consumables or replacing a defective device; decided on a purchase and received goods, reviewed accounts and coordinated payment, now, the following applies: One contract, one contact person and one single invoice per year. In addition to the logistical and administrative advantages, considerable performance benefits were immediately noticeable after the reorganisation: The new devices print up to 40 pages per minute. This reduces the waiting time for the user. The IT





department also saves a huge amount of time, since Brauch took over the support as per contract. As far as possible, problems are remedied immediately on site, the agreed reaction time is no more than four hours. A defective device is repaired immediately or a replacement device of the same type is made available; work can continue without interruption.

The hospital – regarding the support – also profits from a letter of comfort from UTAX: If the specialist can no longer ensure the contractually agreed service for any reason, UTAX takes over with its own service organisation. Through these confidence-building measures, the specialist trade is also strengthened, as its position with regard to the customer is additionally supported by UTAX. Through the years of existing successful collaboration between Brauch and the St. Marien Hospital Lünen, this project was already based on solid trust between the project partners. We have three in-house service providers, with whom we are 100% satisfied; one of them is the office organisation Brauch," Ralf Plomann praises the quality of the collaboration.

Notable effects in regard to the economic efficiency of the St. Marien Hospital were attained through the reorganisation. Ralf Plomann comments on the improvements: "The collaboration with Brauch brought about three positive effects for us: On the one hand, the IT department can concentrate fully and completely on their core competence that is to say, the operation of a hospital IT system. Print processes seem trivial to users, but the devices are complex. Since faults in the printing process often lead to emotional reactions, the rectification procedure is both technically and also personally demanding. The second point is the direct reductions in costs, which come about through the stipulated fixed price in regard to the page rate concept. In this context, the shifting of costs from investment costs to consumption costs also provides us with significant advantages. Thirdly, indirect price reductions came about for us due to the quick rectification of problems and recovery of a smooth process."

Models amongst others



CDC 1726



CD 1435



CD 5240



CLP 3726



The satisfaction manifested itself for Brauch in a similarly structured follow-up order: A smaller house of the same hospital group in Werne, a distance of ten kilometres, wants to consolidate and modernise its infrastructure as well. New devices were already added to the existing printer landscape. If necessary, old devices are now successively replaced, in order to eventually achieve a more efficient, homogeneous machine park in Werne as well.

#### **About UTAX:**

The UTAX GmbH with its base in Norderstedt near Hamburg has specialised in the sales of high-quality printer and copier systems. The extensive product portfolio comprises of hard and software, such as copier, printer and multifunctional systems (MFP) for the office workplace up to large surface systems for professional applications. Customised concepts as well as integrated consultation for efficient document management in businesses are provided with the UTAX Document Consulting concept. In Germany, the brand UTAX is distributed across a net of over 200 authorised distributors. The business operates internationally in over 40 countries of the EMEA region. Approximately 130 employees are working for UTAX, and the business is an affiliated company of TA Triumph-Adler GmbH.

**UTAX GmbH**  
Ohechaussee 235  
22848 Norderstedt  
Germany

Telephone: +49 (0) 40 / 528 49 0  
Telefax: +49 (0) 40 / 528 49 120  
E-mail: [info@utax.de](mailto:info@utax.de)  
Internet: [www.utax.de](http://www.utax.de)

**brauch**

#### **About the office organisation Brauch GmbH, Lünen**

The business was founded in 1949 by Wilhelm Herr as a repair workshop for office machines in Lünen. In 1970, Horst and Hannelore Brauch took over. Since 2001 it has been managed by the siblings Birgit and Carsten Brauch and is therefore today, a family business in the 2nd generation. The office organisation Brauch not only offers printers, copiers and multifunctional systems as well as presentation and moderation technology, but also object and office facilities as well as school and office supplies. Additional services comprise technical customer service as well as CAD planning and office installation.