



KONICA MINOLTA

OVERALL COST AND FLEET-MANAGEMENT SYSTEM

✦ Bonafarm Group, Hungary

Bonafarm Group, founded in 2009, is one of the most prestigious and largest vertically-integrated agricultural and food industry corporations in Central and Eastern Europe. Its headquarters are located in Budapest, Hungary. Although Bonafarm as a group is still a young enterprise, most of the member firms have been operational for decades.



SUCCESS STORY
MANUFACTURING

OPTIMIZED PRINT SERVICES

OPS has three implementation phases. The first is OPS Consult, in which Konica Minolta analyses and identifies the customer's environment and can then propose the best solution. OPS Consult is followed by OPS Implement and OPS Manage.

Customer's current situation/challenge

As a merger of eleven different companies, Bonafarm Group presented a challenging office environment. All member companies—formerly working independently — had different printing solutions based on the individual requirements of their former workflows. Konica Minolta identified, in cooperation with Bonafarm Group, 550 devices in the printing system, mostly single-function devices such as printers, fax machines and copiers. The brief was to improve efficiency and ensure that such an office situation would not recur in future. The other major objective was to transform the printing infrastructure of Bonafarm into a new, integrated printing environment.

Konica Minolta solution

With OPS, Konica Minolta was able to decrease the number of the devices from 550 to 348 and create an overall cost and fleet-management system on every site. This has enabled Bonafarm's IT department to centrally manage the devices and costs of the complete printing system, while providing the opportunity to optimise resource planning. After significantly decreasing the number of devices, Konica Minolta focused on streamlining processes and procedures with the use of high-class services and solutions provided by SafeQ, a software solution that allows Bonafarm Group to have an overview of office-specific costs. PageScope Net Care device Manager and eCON — monitoring tools for printing devices — have enabled faster reaction times to any problem. Konica Minolta also designed a microsite for Bonafarm Group, providing online user documentation for every device while supplying helpful solutions, thus reducing mutual communication costs.

OPS Consult

The consultation phase was carried out in close cooperation with Bonafarm's IT department, which established a few basic rules for the planned optimisation, including the distance and required functions of the devices, among other things. Konica Minolta analysed the current devices, user needs and location specifics while adhering to these basic rules. The final solution, as a result of the internal and external analyses, was designed together with the Bonafarm specialists.

OPS Implement

The roll-out started with a pilot test lasting approximately six weeks, conducted only on one site and consisting of three machines (bizhub 283). Following the successful testing period, the final roll-out started on the 12 different sites of Bonafarm Group. Throughout this period, specialists of Konica Minolta were engaged in the continuous, custom training of IT staff as well as other users, which lasted several days. At this stage SafeQ was also tailored to Bonafarm's specific requirements.

OPS Manage

A dedicated microsite containing Quick Guides, brochures and other specific expert settings and functions was developed. Defined service level agreements (SLAs) regulate the management of the project. Continuous device monitoring and reporting is available through solutions such as SafeQ, PS Net Care and eCon.

OPS Customer's comment

"Through this OPS project we have achieved a significant reduction in daily office operational costs. By renewing our device fleet we have increased the number of intelligent, multifunctional devices while limiting the number of single-function appliances. This helps us improve our own effectiveness," comments Róbert Bogdán, project coordinator of Bonafarm Group. "In this respect, we have also introduced new solutions that allow us to have a better understanding of our costs and help us reduce our carbon footprint. By adopting a duplex printing policy, for example, we have managed to decrease paper consumption significantly. The new printing environment has not only enabled us to reduce costs but also to ease communication with our service provider through online consumables ordering (eCon)."