



CASE STUDY

Large UK Retailer Eliminates Print Servers

Simplifying Print Management for Multiple Locations

PrinterLogic's core features helped this retailer simplify their print environment and streamline IT processes.

Challenges	Solutions
<ul style="list-style-type: none"> Hardware was being used as print servers in over 2,500 locations—each with multiple print queues. 	<ul style="list-style-type: none"> Implementing PrinterLogic removed the need for print servers and allowed for the removal of up to 400 pieces of hardware, thanks to PrinterLogic's direct IP printing infrastructure.
<ul style="list-style-type: none"> Personnel handled print failures in different ways with no set procedures or organised solutions, costing time and money. 	<ul style="list-style-type: none"> Simplified management tools made it easier for administration and training on fixes that needed to occur.
<ul style="list-style-type: none"> Complicated management systems meant deployments, configurations, and print queue management were time-consuming and problematic for IT. 	<ul style="list-style-type: none"> With central management, less time is spent on printing, scripts are not needed, and resolution times for any remaining issues are significantly reduced.

A large UK retailer with more than 2,500 stores worldwide came to PrinterLogic with multiple printing issues. As with many companies that are more than 100 years old, legacy systems were weighing down productivity. This was especially true with their printing needs.

The retailer knew they had printing challenges but simply dealt with them as part of their daily IT routine. This was only addressed as part of a Windows 10 upgrade. Having scripts managed by one person with other staff unsure of routines to resolve issues was unsustainable in the new environment, so the organisation decided to address this ongoing challenge.

KEY STATS

100



YEARS
OF LEGACY PROCESSES

2,500



LOCATIONS
WORLDWIDE

11,000



PRINT QUEUES

1



PERSON
MANAGING SCRIPTS

400

PIECES OF
HARDWARE REMOVED
THANKS TO PRINTERLOGIC



The number of tickets we used to get—they're all gone.

- End User Product Manager

The retailer approached PrinterLogic, looking to migrate to our core platform. They had multiple problems managing printing that spread throughout their entire company. In an effort to modernize their print environment and simplify things for their IT team, the retailer chose to switch from a print server-dependent structure to our serverless infrastructure.

They also tested a competitive solution but decided to move forward with PrinterLogic due to the elegant nature of managing drivers and centralized deployment as compared with the complex nature of managing and licensing the rival offered.

“The implementation is simple; the use of the product is simple, but what it does in the back end is complex.”

Technical Manager

Challenge #1 **Establishing a Serverless Infrastructure**

This retailer dealt with around 11,000 print queues, split amongst numerous devices throughout 2,500 locations worldwide. Each location had its own hardware acting as a print server. This included dedicated desktops on a Windows 7 infrastructure. Not only did all this installation require continuous upkeep, but there was no efficient way to keep everything up-to-date.

Moving to PrinterLogic allowed the retailer to remove up to 400 pieces of hardware. The direct IP printing methodology ensured that printing was able to continue using the company's current devices and printers without the need for intermediate devices acting as print servers. This alone saved the IT team significant time and money.

Challenge #2 **Streamlining Management and Resolutions**

Managing the old environment required a lot of time and effort for this retailer's IT team. With so many different devices and setups, the IT team handled each print issue differently depending on who responded and what needed to be fixed. There were no set procedures for printing problems, causing major delays and extending resolution times in many cases. The customer used bespoke scripts designed to deploy drivers to local machines, but they were only known by one individual with other staff making

their own scripting attempts, thus creating no uniformity in the management of scripts and deployments.

The streamlined management that is built into the PrinterLogic platform allowed this retailer to simplify resolutions and get all staff trained on how to handle specific issues. And with minimal upkeep and training necessary, anyone can jump in to handle whatever problems do still occasionally occur.

Challenge #3 **Reducing Time Spent on Print**

With so many locations spread out around the world, management of deployment, print queues, configurations, and drivers had become very complex for this company. Unsurprisingly, print problems were part of the agenda whenever the Senior Service Lead visited one of the locations. The company estimated that handling print problems was the equivalent of a full-time job for one person.

“I speak with store managers a lot to see how things are going and whereas print used to be high up on the agenda, it now isn't.”

IT Service Lead

Unlike other print management solutions, PrinterLogic believes that a print solution should be both secure and easy to use. With this in mind, PrinterLogic's Admin Console was created to offer centralized management for everyday print concerns. This includes driver updates, deployments, user access controls, and more. And with no need for scripting, this retailer was able to spread responsibility for print management to multiple people rather than relying on a single person with this specialized knowledge. That means less time spent dealing with print overall and more coverage for everyday print management issues.

According to the retailer, the process of managing print has not been straightforward or easy for them, but PrinterLogic has made it feel simple. In fact, when we asked them what they would like readers to remember after reading this case study, they said:

“For me, it's just the simplicity of the solution. We had it up and running in a few hours; it's very intuitive.”

End User Product Manager
