

## Avroy Shlain



### OVERVIEW

Having built a relationship with Avroy Shlain over a period of 12 years, Itec Evolve had to compete in a blind tender not only to retain the Avroy Shlain printer business, but also to supply the broader group.

The tender was for the replacement of the 49 old or obsolete printers and multifunction peripherals (MFPs) spread across three Gauteng sites; as well as to propose an “optimised solution”.

This solution, which was delivered at no additional cost, exceeded the client’s expectations in terms of productivity, security, cost containment and cost savings. It was also “green”.

### CLIENT

Founded by Avroy and Beryl Shlain in 1973, Avroy Shlain Cosmetics has steadily grown into one of the largest direct selling beauty companies in Southern Africa with over 70 000 distributors around South Africa, Namibia and Botswana.

The company researches, develops and markets its own range of quality products across the full spectrum of beauty, personal care, fragrances and make up.

In 2005, Avroy Shlain Cosmetics became part of Tupperware Brand Corporation, an international group of brands specialising in direct selling.

### CHALLENGE

Over the years, Avroy Shlain’s aging digital output fleet had become a conglomeration of devices of different makes and models. The first – and easiest - challenge was to consolidate these devices in order to simplify their management and maintenance.

In addition, the management software in place was not able to report across all devices at all three of the company’s Gauteng sites. In fact, many of the devices were not managed or tracked at all.

A priority therefore was for an end-to-end management solution that would ensure that any document printed, copied or faxed anywhere in the organisation would be tracked and billed per department.

We needed to partner with a provider for whom service delivery is as important as it is for us. When Itec offered a three month money-back guarantee if they failed to live up to their commitments, I was confident we had the right partner.”

– Jeremy Odendaal, IT Infrastructure and Back-End Applications Manager at Tupperware Brands Southern Africa.

## case study

### SOLUTION

Itec consolidated and reduced the number of devices installed across the organisation, with each new device appropriately sized and specified for its environment. It also ensured that productivity would not be affected in the event of equipment downtime by providing four back-up devices – at no additional cost.

In addition, Itec has supplied each site with spare toners for each device model to significantly minimise the risk of the client running out of toner when needed most.

“However, that is a fairly remote possibility, given the Remote Device Management software that has been implemented,” said Nick East, Solutions Consultant at Itec Evolve “This powerful technology effectively allows us to manage the client’s infrastructure from a distance as effectively as we could if we had a technician on site 24 hours a day.”

The management software, which is compatible with all devices and is supplied, implemented and maintained by Itec at no additional cost to the client, includes:

- **Print Director:** an enterprise system that tracks, audits and controls all printing on the network. It allows for user tracking, as well as inter-departmental and client/project code billing.
- **Itec Sentry:** a proprietary automatic event logging and performance data collection system that is designed to improve office productivity, minimise downtime and enhance service delivery. It automates the reporting of many common service and maintenance issues associated with document output devices including allowing for the direct logging of service calls into Itec’s ERP system; automatic reordering

of consumables when a device has a low toner warning; and automatic and scheduled collection of meter readings, eliminating the risk of human error and making the process seamless and convenient for the client. It also gives Itec’s engineers access to the device details, status and history, prior to on-site support.

### VALUE

According to Jeremy Odendaal, IT infrastructure and Back-End Application Manager at Tupperware Brands Solution Southern Africa the Itec solution has more than met their expectations.

“The management software has resulted in significant improvements in productivity: we don’t run out of toner; we have not yet had to utilise one of the replacement devices, but we know they are there; and service and support is provided virtually before we know we need it,” he said.

There have also been a few unexpected benefits, not least of which is a print function that allows employees to print to any printer in the building. Once the print task has been sent into the network, employees retrieve the output after inputting their personal code at the printer of their choice. This significantly improves security, as it prevents confidential documents being forgotten in the printer output tray.

“We anticipated an improvement in security. But we have also experienced an unexpected and welcome environmentally-friendly development. Prior to the implementation of this system, we would throw out between 500 and 600 pages per printer every week – documents that people printed but never collected. This wastage has virtually been eliminated, saving reams of paper as well as toner,” Odendaal explained.

“We are also delighted with the level of service provided by Itec thanks to a dedicated Customer Experience Officer being assigned to us to handle our day-to-day requirements as well as an experienced Account Manager. They take the hassle out of managing a large fleet of devices. If there is a problem with a machine, I just have to call them and they sort it out. That value of this is incalculable,” Odendaal concluded.

### SUMMARY

**Industry:**

Direct Sales

**Country:**

South Africa

**Business challenge:**

Provide a digital output solution that goes beyond the basic supply of hardware devices.

**Solution:**

Standardisation of printers and MFDs all linked to sophisticated management software

**Outcome:**

A solution that delivers cost savings, improved productivity, greater document security and a reduced carbon footprint.

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