

CUSTOMER SUCCESS



**B&Q**

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## Driving down printing costs with Macro 4



*"We have been impressed with the level of support and professionalism we have seen from Macro 4, and they have become valued partners in our plans for growth."*

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**B&Q****CUSTOMER CHALLENGE**

- Reduce costs and increase profitability by improving document-intensive processes
- Bring the inconsistent use of printers throughout the business under control
- Implement a centralized, scalable, SAP®-compatible output management solution

**SOLUTION**

- Document management – output management

**KEY BENEFITS**

- Significant productivity and service improvements
- A greater ability to respond to seasonal variations in product demand
- A considerable reduction in administrative costs

**The challenge**

Stock and sales reports enable managers to identify performance issues. Documents such as kitchen plans are crucial in securing business. Seasonal sales reports can provide a vital insight into customer spending patterns.

B&Q was aware that improvements to its document-intensive processes would yield significant cost reduction benefits and improve profitability. So it began a project to develop and implement an output management strategy across its 340 stores.

A vital requirement was to bring the intensive, though inconsistent, use of printers throughout the business under control and in line with the SAP-based system. To execute this effectively, B&Q identified the need to develop an output strategy, before selecting the right technology with which to implement such plans.

The key drivers for the strategy were cost savings and the centralization of printer management. Jason McKnespiey, Senior Technical Architect at B&Q, explains: “We wanted to use the right hardware and the right software for the right task in the right place. This meant that the solution had to be scalable, to grow with the planned development of B&Q’s technology portfolio. As a result, SAP interface certification was a key criterion in the selection process. It was also important that the solution could be developed once, then applied to as many areas of B&Q as possible.”

**The solution**

With this set of initial criteria and the strategy in place, B&Q drew on the services of analyst firm, Gartner. After a lengthy process of vendor shortlisting and reference visits to ascertain tangible proof of effectiveness, B&Q selected Macro 4’s document management solution.

“It was important that the implementation of Macro 4’s Columbus OM was the end product of our document delivery strategy, rather than our policy being driven by a purchasing decision. We had previously had an application based approach to printing and we were keen to move on from that,” says McKnespiey, who designed and managed the implementation.

The issue of scalability has driven implementation. McKnespiey explains: “Throughout our implementation, we have always kept an eye on the future. We are always looking to expand the applications of our strategy to encompass as many operational areas as possible. As a result, we appreciated the fact that Macro 4 provided a clear scalability roadmap and can expand and work in other areas of the business.”

## The benefits

B&Q has realized significant cost, productivity and service benefits from the implementation of Macro 4’s document management solution.

Critical end user reports such as sales or stock levels are delivered quicker to where they are required, and B&Q can be assured of their timely arrival. This has improved B&Q’s ability to respond to seasonal variations in demand for certain products, and ensured customer-facing documents are delivered quickly without fuss.

McKnespiey explains: “Retail is a fast business and having the right stock for the customer, when they want it, where they want it, is essential, and it all rests on the stock reports getting to the store managers in time.”

Columbus OM also provides a central point of printer administration, which has reduced administrative costs considerably.

McKnespiey continues: “The Macro 4 solution has paid for itself financially – the cost savings we have seen have easily covered the additional capital expenditure. The additional benefits we have seen have increased our desire to expand Columbus throughout the business to yield even greater returns.”

These future plans include extending the use of Columbus OM to other areas of printing within B&Q such as labelling and point of sales (PoS) information.

B&Q has also expanded the deployment of Macro 4’s document management solution across the business to deliver new functionality such as delivery of reports via the web and improved archiving capabilities to support self service.

McKnespiey concludes: “Throughout our implementation of Columbus OM we have been impressed with the level of support and professionalism we have seen from Macro 4, and they have become valued partners in our plans for growth.”



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**Jason McKnespiey**  
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## **About Macro 4**

Macro 4, a division of UNICOM Global, develops software solutions that accelerate business transformation. Macro 4's cross-platform enterprise information management solutions make it easy for companies to go digital, personalize customer communications and unlock the value of their corporate content. Macro 4 solutions for application lifecycle management, session management and performance optimization are used by many of the world's largest enterprises to modernize their mainframe applications and development processes. UNICOM Global operates across all geographic regions and offers deep in-house resources and flexible IT solutions to customers worldwide.

**For more information on Macro 4 products and services visit [www.macro4.com](http://www.macro4.com).**

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