

**HP customer case study:** Albumprinter employs HP Indigo Services for value-added support services during peak seasons and to implement business continuity solutions

**Industry:** Printing

## HP Indigo Services ensures peak season production at Albumprinter



“Our relationship with HP Indigo Services is a strategic partnership that works really well. Not only do its services play a vital role during our peak PhotoBook seasons, they were crucial when we recently lost our production capability in a fire.” Joris Keijzer, chief executive officer, Albumprinter

### Objective:

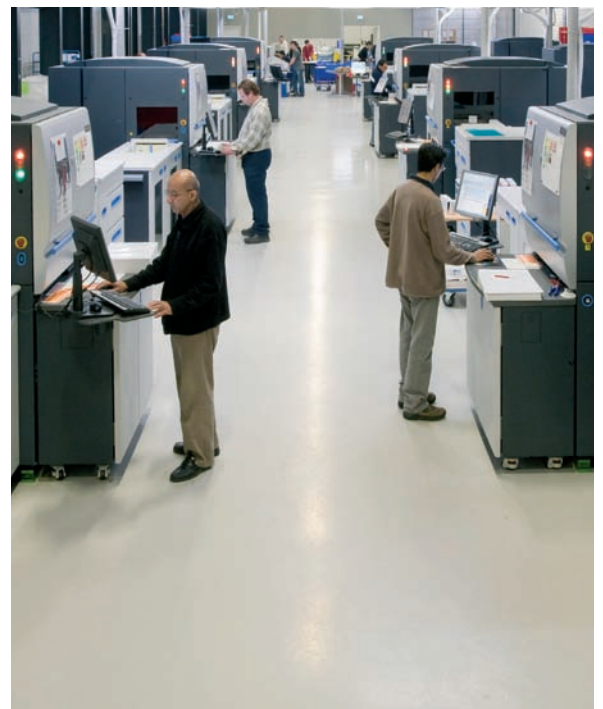
- Albumprinter needed special service packages to support peak season production and twice required help to relocate its main production facilities.

### Approach:

- Used HP Indigo Services to identify an appropriate temporary site.
- Ordered four new HP Indigo digital presses.
- Asked HP Indigo Services to install the presses and all computer equipment within an agreed timescale.
- Employed HP Indigo Services under a shared services contract for all support services whilst re-establishing production.
- Purchased six more HP Indigo digital presses and relocated all ten presses into a new production facility.
- Continued its partnership with HP Indigo Services for all support especially during the peak PhotoBook seasons.

### Business benefits:

- A fast, efficient, high-quality digital printing capability.
- Support services minimise any print production downtime especially during peak seasons.
- HP Indigo Services training lowers downtime further by making the workforce more productive.
- Albumprinter successfully relocated and expanded its capacity to meet market demands without loss of production.
- During a fire at its premises, production losses and hence revenue losses were minimised by implementing an effective business continuity strategy.
- Maintained customer satisfaction throughout a very difficult period.



Albumprinter, a leading solution provider for digital PhotoBooks, was one of the first European companies to offer a fully integrated end-to-end solution for customers to create professional hard cover PhotoBooks using personal digital images.

### Booming business

“We offer customers a client based solution or an on-line solution to design their own PhotoBooks,” explains Joris Keijzer, chief executive officer, Albumprinter. “A fully automated system processes orders usually within two to three days.”

Within Europe alone, the company’s user-friendly software can produce more than 125,000 PhotoBooks every month for this rapidly evolving market. Business is growing at 100 to 200 per cent year-on-year.

# Customer solution at a glance

## Primary applications

- Digital printing

## Primary hardware

- 6 x HP Indigo 5500 digital presses
- 4 x HP Indigo 5000 digital presses

## HP Services

- HP Indigo Services

Albumprinter currently operates six HP Indigo 5500 and four HP Indigo 5000 digital presses at its 4,000 square metre production facility in The Hague, Amsterdam. An HP Scalable Rip Solution optimises workflow efficiencies and HP Indigo Services provides essential support services such as preventative maintenance, operator training and remote support. The presses usually run 16 hours-per-day.

### Relocating for the peak season

Over the last year Albumprinter has experienced the benefits of HP Indigo Services value-added offerings on three occasions. Most importantly, the company needed vital support during its PhotoBook peak season when capacity increases dramatically. Earlier, HP Indigo Services twice helped it to move premises. The initial relocation stemmed from a fire which completely devastated its old production facility whilst the move to the current premises was to satisfy demand for more print services.

Throughout the peak PhotoBook season, HP Indigo Services provides Albumprinter with additional value-added services such as program management and on-site uptime packages. During the last season, all 10 presses worked virtually around-the-clock for three months without any downtime.

"With HP Indigo Services supporting our digital presses as it did in our last season, I know we will meet our capacity targets in the future during these very busy periods," comments Keijzer.

### Setting the service benchmark

Before the last peak season and in the fire's immediate aftermath, Albumprinter required a temporary 1,500 square metre site equipped with four new HP Indigo digital presses to re-establish production quickly.

"It was truly impressive how HP Indigo Services helped us to recover from the fire. Its engineers installed four digital presses in just one day. HP Indigo Services certainly set the service benchmark for aiding business continuity," says Keijzer.

A few months after the fire Albumprinter asked HP Indigo Services to relocate its equipment to today's larger facility and introduce six additional presses to increase capacity ready for the forthcoming PhotoBook peak season.

"As far as the big move was concerned, thanks to HP Indigo Services we did not lose one page of print and everything worked well in the peak season," concludes Keijzer.

[www.albumprintersolutions.com](http://www.albumprintersolutions.com)

To learn more, visit [www.hp.com](http://www.hp.com)

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