

**HP customer case study:** CCS Digital employs HP Indigo Services for essential support services and training to safeguard production throughout the year

**Industry:** Printing

## Leading UK digital print specialist relies on HP Indigo Services



“After making such a major investment in HP Indigo digital press technology, we expect the support services to be excellent. The support from HP Indigo Services gives us the peace-of-mind we need.”  
Marian Stefani, director, CCS Digital, UK

### Objective:

CCS Digital, a leading digital printing solutions specialist, wanted a reliable and speedy support service backed by dependable training to ensure print production was not jeopardised by undue downtime.

### Approach:

- Installed two HP Indigo 3050 digital presses.
- Engaged with HP Indigo Services to provide a reliable support contract.
- Ensured that its print operators receive an appropriate level of training.

### Business benefits:

- Fast, efficient, high-quality digital printing capability.
- Remote telephone, on-line support and next-day services minimise any print production downtime thereby maximising business revenue.
- HP Indigo Services training lowers downtime further by making the workforce more productive.



CCS Digital (CCS), a UK-based printing solutions specialist, employs several techniques including digital printing to deliver a diverse portfolio of marketing materials to small, medium and large organisations. Based in Northampton in central England, it focuses on cost-effective, high-quality short digital print runs for a rapid turnaround. Typical collateral includes personalised print, direct mail, brochures, flyers, stationery and bespoke calendars. Suzuki and Sage are two of its prestigious customers.

### Complete service solution

To satisfy the majority of its digital print requirements, CCS employs two HP Indigo 3050 digital presses sited within a modern print facility. Customers simply place their orders via the company's specially developed website and its system automatically

## Customer solution at a glance

### Primary applications

- Digital printing

### Primary hardware

- 2 x HP Indigo 3050 digital presses

### HP Services

- HP Indigo Services

sends a PDF-file of the uploaded artwork directly to a press. HP Indigo Services provides complete service solution support for the presses throughout the year.

"We usually operate 12 hours-per-day, six days per week," explains Marian Stefani, director, CCS Digital. "HP Indigo Services helps us to maintain high uptime through their on-line and telephone remote support and, when appropriate, on-site support, this is vital for our business."

### Sound training minimises downtime

Service support is particularly important to CCS during the October-to-December peak season when it extends its hours to satisfy demand for services such as 'Create-a-Gift'. This tailored solution is especially popular during the run up to the festive season when customers want bespoke calendars and PhotoBooks as gifts.

It is during this period, when print capacity increases substantially, that efficient operator training comes into its element. CCS's print operators have attended either a standard or advanced training course run by

HP Indigo Services. The company is therefore more productive because operators can minimise downtime by dealing with press problems as they arise.

"Operator training is essential if we are to increase productivity, extend our running times and meet the tight deadline set by our customers. We only call upon an HP Indigo Services engineer when it is absolutely necessary," comments Stefani.

### Planning to move

CCS currently benefits from a highly reliable and quick support service throughout the year. Effective training by HP Indigo Services has honed operators' skills so that they are more productive by responding to problems quickly and efficiently. All these are essential prerequisites if an organisation is to satisfy the increasing demand for digital print services.

"Within the next year we plan to purchase another HP Indigo digital press and relocate production to new premises. We will certainly call upon HP Indigo Services to help," concludes Stefani.

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

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