

HP customer case study: CeWe Color AG employs HP Indigo Services for value-added support services during peak production periods at nine European sites

Industry: Printing

HP Indigo Services provides multi-site support to Europe's leading photo-finisher



"I am especially pleased with the end-to-end service solution jointly developed by the HP Indigo Services and CeWe teams. It delivered excellent increase of productivity through a common plan and yielded great uptime figures during the Christmas peak season."

Dr Reiner Fageth, chief technical officer, CeWe Color AG, Germany

Objective:

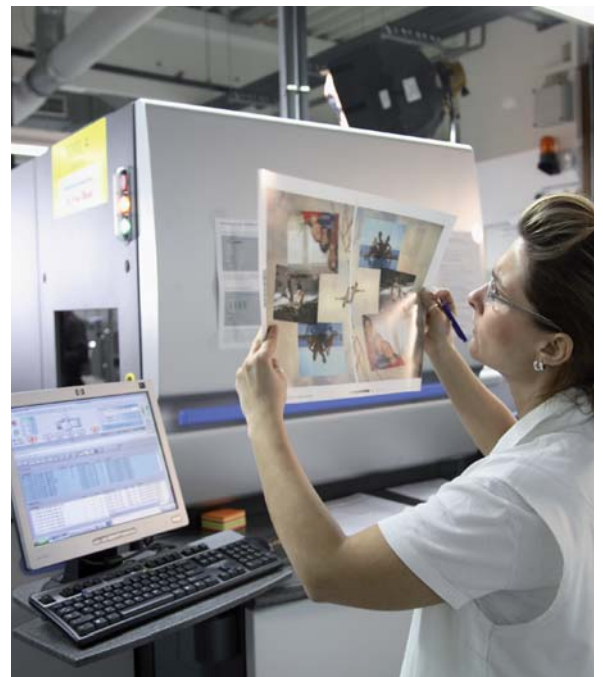
CeWe Color, Europe's leading photo-finisher, wanted essential multi-site, value-added support services throughout its important peak season to maximise uptime during this business critical period.

Approach:

- Renewed its value-added support service contract with HP Indigo Services.
- Ensured operatives attend appropriate HP Indigo Services training courses.
- Asked HP Indigo Services to supply appropriate spare parts during its peak season.
- Developed an end-to-end service solution jointly with HP Indigo Services to manage peak season production.

Business benefits:

- A fast, efficient, high-quality digital printing capability at several European sites during the critical PhotoBook peak season.
- The risk of business disruption is minimised, lowering any threat to revenue streams.
- Support services minimise any print production downtime throughout the year.
- Special operator training lowers downtime, increases workforce productivity and reduces maintenance cost.
- CeWe Color satisfies the service and delivery expectations of its customers throughout Europe.



Based in Oldenburg, Germany, CeWe Color has 15 modern production facilities across continental Europe. It employs advanced HP Indigo digital presses to create high-quality PhotoBooks, digital prints and photo-gifts and uses a smooth running logistics system to deliver approximately three billion colour photographs every year to 50,000 retail partners. CeWe Color serves 24 European countries and has over 40 per cent of the market.

Quality presses and service support

CeWe Color provides about 50,000 points-of-sale with products on a daily basis. It supplies retail partners with CEWE Photo Books and markets a highly successful personalised Photo Book brand via its website.

"By using our website's special CEWE Photo Book assistant software, customers benefit from a highly intelligent, automated process that helps them to

Customer solution at a glance

Primary applications

- Digital printing

Primary hardware

- 1 x HP Indigo 7000 digital press
- 12 x HP Indigo 5000 digital presses
- 6 x HP Indigo 3050 digital presses
- 2 x HP Indigo 1000 digital press

HP Services

- HP Indigo Services including;
- Round-the-clock telephone support
- On-site uptime-kit services to minimise downtime
- Customised on-site operator training
- End-to-end program management including stress testing and workflow optimisation

design their own Photo Books with ease," explains Dr Reiner Fageth, chief technical officer, CeWe Color AG. "Unlike many competitors, we own the whole process from software, design, print production and shipping the final product to a predetermined destination. However, this could not be achieved without good quality digital presses and suitable service support."

CeWe Color operates a total of 21 HP Indigo digital presses at several locations throughout Europe to produce this high volume of premium Photo Books. There are five sites in Germany and individual facilities in Czech Republic, Slovakia, France, Poland, Hungary and the UK. This network of production units allows CeWe Color to satisfy customer expectations by maintaining delivery times, often with tight deadlines.

Value-added peak season support

To maintain production schedules at nine of these sites, CeWe Color relies on HP Indigo Services for essential value-added support services especially during the important Photo Book peak season. Services include round-the-clock telephone support, on-site uptime-kit services to minimise downtime, customised on-site operator training and, prior to the

peak season, end-to-end program management which includes stress testing and workflow optimisation. A shared service contract covers break-and-fix issues.

"During our last peak season we had outstanding service support from HP Indigo Services at several of our European sites," comments Fageth. "The combination of support and training lowers the number of operator errors, generates fewer service requests and, consequently, improves uptime significantly."

Transparent costs

CeWe Color currently plans to extend the amount of technical based operator training with HP Indigo Services in a drive to keep more maintenance in-house and reduce costs further. When fully trained, and on-site uptime-kits are available, operators will conduct the majority of maintenance work and, if required, only use HP Indigo Services telephone support to clarify issues.

"What I like about HP Indigo Services is its business model. Everything is so transparent. Unlike other service providers, with HP Indigo Services, I know my service, supplies and hardware costs exactly," concludes Fageth.



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