

**HP customer case study:** MSDD maintains market-leader position thanks to HP Indigo digital presses

**Industry:** Service provider

## HP Indigo services help MSDD to attract major clients



“Overall this really was stunning project management from the HP Indigo team who, in less than 48 hours, were able to de-install, move and then re-install two massive printing systems weighing several tonnes with no fuss and no disruption to our business. The experience working with the HP Indigo engineering team was outstanding and ensured flawless business continuity.” Caroline Schneider, co founder and joint managing director, MSDD



### Objective:

German digital print service provider, Medienservice Digitaldruck (MSDD), wanted to re-install its HP Indigo digital printing presses at new, upgraded premises with minimal disruption to ongoing orders.

### Approach:

- HP Indigo engineers worked with the designer of the new premises to install not only the presses but also support equipment in accordance with the customer's specific requirements and a very tight deadline.
- Chillers which keep the presses cool were moved out of the way to reduce noise.
- Automatic switching from one set of chillers to another were introduced to ensure business continuity should one set fail.

### Business benefits:

- Quality of printing allows MSDD to attract major global clients.
- Speed of printing and workflow allows expansion of customer base without new hardware investment.
- Due to HP Indigo digital presses' reliability, the company has faced no downtime to date, thus keeping customer satisfaction to the maximum.



Medienservice Digitaldruck GmbH (MSDD) was established in 2000 in the major German city of Munich as a purely digital print service provider specialising in high-quality, tight-deadline print runs.

According to co-founder and joint managing director Caroline Schneider it was extremely unusual to find a company able to survive in southern Germany just by providing digital printing services, but MSDD has gone from strength to strength over the intervening years.

### Upgrade every two years

A large part of this success has been due to the decision taken right at the start to go with HP Indigo digital presses in order to ensure the best possible print quality. “We installed HP Indigo presses when

## Customer solution at a glance

### Primary applications

- Printing

### Primary hardware

- 1X HP Indigo 5000 Digital Printing Press
- 1X HP Indigo Ultrastream Digital Printing Press

we opened shop in 2000, and since then we have upgraded every two years to ensure we are providing a market-leading, state-of-the-art service which is what our customers require."

The customer base includes some of the biggest names in international business such as giant consumer electronics maker Bosch-Siemens Housewares (BSH) and the world's fourth largest reinsurance firm, Munich Re. "For these customers image is vital. We print press kits for the international media for BSH and seminar materials for Munich Re, and they have to be of top offset-print quality which they are thanks to the HP Indigo digital presses," says managing director of MSDD, Christof Müller

### Speed and reliability

"It is not just the quality of the presses, but their speed and reliability, which help keep MSDD at the forefront of digital printing. Many clients require a very fast turnaround while the quality is maintained, and the Indigo presses can provide this. They are also very stable and reliable," says Schneider. "We have service contracts for each machine with the HP Indigo Service team and as a result they are serviced and maintained to such a high standard there is very little downtime and we have never had to let a customer down. In the rare cases of unexpected downtime, the HP Indigo Service response times and performance are excellent and we are up and running in no time at all. Most of the few issues can actually be addressed remotely via their advanced,

Internet-based technologies connected to the presses," adds Müller

MSDD recently moved to new, custom-designed premises to provide better access to customers and a better operating environment and the smooth re-installation of the core of the company's business, the Indigo presses, was vital.

### Special requests

"The HP Indigo Service project team and engineers worked closely with the designer and had to incorporate a number of special requests from us into the reinstallation," says Müller. "The cooling system is an example as we asked HP to tuck them away to optimise use of office space and have a minimal environmental impact. We also wanted automatic switching from one cooling system to another so if one failed the other would kick in and ensure business continuity."

Despite having to incorporate these special requests and move more than two tonnes of printing equipment to its new home, the HP Indigo Service team were able to complete the job in less than 48 hours. "Overall this really was a stunning effort from the HP Indigo engineering team who were able to de-install and then re-install two huge printing presses weighing several tonnes with no fuss and no disruption to our business," says Schneider. "No customers had to wait for a print job, and the only thing about the move they noticed was the new address on the delivery note," concludes Schneider.

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