

HP customer case study: NovaConcept Schorsch GmbH employs HP Indigo Services for value added services to maintain appropriate production uptime throughout the year, maximum safety net and peace of mind during busy peak seasons

Industry: Printing

HP Indigo Services provides year-round support at NovaConcept Schorsch



“The quality and speed of response by HP Indigo Services is outstanding. Recently, we had a serious power problem with a press at about ten o’clock in the evening. The HP engineer turned up and resolved the problem within an hour.” Thomas Schroeder, digital press manager, NovaConcept Schorsch GmbH, Germany

Objective:

NovaConcept Schorsch GmbH, a leading European printer, wanted fast-response support services throughout the year as well as training and relocation services to ensure maximum uptime.

Approach:

- Renewed its shared 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.
- Purchased three more HP Indigo digital presses and relocated all five presses to its new production facility.

Business benefits:

- A fast, efficient, high-quality digital printing capability.
- Support services minimise any print production downtime throughout the year.
- HP Indigo Services training lowers downtime further by making the workforce more productive.
- NovaConcept Schorsch successfully relocated and expanded its capacity to meet market demands with minimal loss of production.



NovaConcept Schorsch GmbH, a leading European digital and off-set printer, provides a wide range of marketing materials and services to a diverse portfolio of clients including Siemens Medical, Foto Quelle, MetallRente, Norma and Star Publishing. Based in Kulmbach close to the Czech border, the company offers complete managed print solutions from conception to delivery as well as specialised training and consulting. Digital printing of PhotoBooks and calendars accounts for 45 per cent of the digital printing business.

Mission critical value added services above and beyond Shared Service contract

NovaConcept Schorsch recently moved into a modern 1,200 square metre print facility. It currently operates four HP Indigo digital presses in two shifts, five days-per-week and they occupy 30 per cent of

Customer solution at a glance

Primary applications

- Digital printing

Primary hardware

- 2 x HP Indigo Ultra Steam 2000 digital presses
- 1 x HP Indigo 3050 digital presses
- 1 x HP Indigo 5000 digital press

HP Services

- HP Indigo Services

the shop's floor space. The presses typically generate 120,000 digital impressions per day but during the PhotoBook peak season in November and December, output rises to over 210,000 per day.

HP Indigo Services provides essential break-fix services to NovaConcept Schorsch throughout the year via a shared service contract. Services include technical support, remote on-line and telephone support, next-day support, emergency same-day support and specialist operator training. In addition to the regular shared service contracts, HP Indigo Services also provides optional value added services like on-site uptime kits for the busy peak season, after-hour standby service contracts, and relocation services moving operations facility to new premises.

Fast and flexible

"HP Indigo Services provides a very fast and flexible response. If we have a problem, this is absolutely essential because some customers expect their jobs turned around in about six hours. We cannot afford undue delays," comments Thomas Schroeder, digital press manager, NovaConcept Schorsch GmbH.

"I really like the HP Indigo Service professionals. The same technical engineers have responded to our

requests for several years and, because they understand our business, they always provide the service level that we expect."

Training boosts efficiency

Training is very important at NovaConcept Schorsch. After joining the company, new operators assist a fully trained operative for the first six months and only then can they run a press under supervision for a further six months.

"After a year we get our operators trained to Advanced Operator Level 2. This is when HP Indigo Services takes over. Every operator attends a one week course backed by on-site training. This is essential to running an efficient operation especially if we are to achieve our very aggressive target uptime," explains Schroeder.

"To aid business expansion, HP Indigo Services also managed our recent move to new premises well. With one day of planning and two-and-a-half days moving, we relocated three presses and installed two new machines with minimum downtime. HP Indigo Services truly provide peace of mind and an outstanding safety net," concludes Schroeder.

To learn more, visit www.hp.com

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