



Aura™

MANAGED PRINT UNLOCKS SIGNIFICANT SAVINGS

With a bespoke managed print service from Aura, this large entertainment organisation saved 20% on print costs immediately, and paved the way for future efficiencies and further savings.



30% reduction of
devices nationwide



Initial 20% saving on
print costs



Creation of an
international print and
document standard



BUSINESS CHALLENGE

Currently operating more than 150 sites across 24 countries, and catering for almost 60m visitors annually, Aura's client is one of the largest entertainment organisations operating globally.

In 2013 the organisation started an IT transformation project, with the goal of standardising their processes and investments across all their sites.

AURA SOLUTION

After performing an in-depth audit of print requirements across the company's various sites throughout the UK and Europe, Aura devised a bespoke managed print service that would enable the organisation to not only reduce expenditure immediately, but achieve greater visibility of cost, enabling continuous improvement in this area.

By reducing the printer fleet by 30%, with new hardware chosen for its efficiency and print quality, and the implementation of print management software – changing attitudes to print, and encouraging the use of electronic sharing – Aura was able to cut the client's print budget by a fifth. This initial 20% saving on print costs was reinvested, used to fund other elements of the IT transformation project.

Additionally, thanks to the new pan-European print fleet coming under a single contract, the client was able to easily standardize documentation throughout the UK and beyond, for company-wide consistency.

The rollout of new devices and management system was completed nationwide within a year. Using Aura's industry-leading online dashboards, the client is now able to review the print management data and make decisions to improve business productivity and further cut resource wastage.

Further savings are forecast, achieved through wider automation adoption and cost control as the business grows.



“Their international abilities were also a crucial consideration.”

IT Service Delivery Manager EMEA

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