



## CLIENT SUCCESS STORY

Industry Vertical

**MARKETING SERVICES**

### Address

**Elpee Managed Print Solutions**  
10 Chandra Pushpa, H. D. Road,  
Ghatkopar (W), Mumbai 400 086.

### Email

[Sales@ElpeeMPS.com](mailto:Sales@ElpeeMPS.com)

### Phone

**(91 22) 25 12 74 14 / 25 16 67 99**

## THE CLIENT

**The Nielsen Company** is one of the world's leading Market Research organisations.

It prides on giving clients a more complete view of their markets and a better understanding of their consumers through a combination of their insights, experiences, knowledge, market intelligence and advanced technologies.

## THE CHALLENGE

As a Market Research company, Nielsen is very sensitive to print quality. Research Reports and Presentations are their final physical deliverables to clients, and need to be of exceptional quality.

Peace of mind for the Nielsen IT team is a near zero down-time on their colour printer operation.

## THE SOLUTION

To begin with, Elpee's team of Print Specialists did an audit of Nielsen's existing print infrastructure and monitored the print load across all black & white, and colour printers.

After analysing the findings, a list of redundant machines was drawn up, and a new **Print System Plan** which used the better printers already available, phased out inefficient printers, and brought in some new, powerful and efficient multi-functional printers was formulated to manage the anticipated print load.

With 'consolidation' as its main goal, the Elpee **Print System Plan** would offer better quality printing, with fewer machines, while reducing the consumables inventory to be maintained.

In consultation with the Nielsen IT team, and in compliance with their brand choices, Elpee rolled out its **Print System Plan** in 10 days.

Working closely with the Nielsen IT team, Elpee continually monitors toner consumption across printers to ensure that fresh toners are available before the older toners are exhausted. The Elpee Hardware team also strictly adheres to its weekly visit schedule, to ensure that any hardware issues are nipped at the maintenance stage itself.

## THE RESULT

- 15% to 20% monthly savings on running cost due to improved service levels, streamlined processes, optimum print fleet utilization, paper waste reductions

- Around Rs 18 lakhs savings on capital investment, due to Elpee's investment in the infrastructure upgrade
- 94% uptime with clear, accurate and timely management reports A more emphatic vote of confidence, could not have been expected.
- Fixed cost of printing as per IT budget

## IN CONCLUSION

Today, Nielsen is at an advanced stage of discussions with Elpee, to move all its print systems, from across all its client servicing and field offices, to Elpee.

A more emphatic vote of confidence, could not have been expected!