Preton™
PRINT AND SAVE

PretonSaver™

CASE STUDY No. 10



UniCredit Banking Group lowers average cost per page by 25%

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UniCredit Banking Group

The UniCredit Banking Group is easily one of the most recognizable brands in the financial services sector in Europe. UniCredit estimates in its publically available investor relations materials that it has around 40 million customers, 9,500 branches and 160,000 employees with banking operations in 22 countries. In Italy alone, there are approximately 14,000 printers connected to UniCredit's corporate network.

Business Problem

Like most large enterprises, UniCredit has a sizable internal team responsible for the company's information technology resources, including the management of a diverse fleet of printers. When UniCredit initially engaged Preton, UniCredit's IT staff was looking for solutions to control and lower its printing costs. Knowing that its printing volumes would likely remain high, UniCredit focused its efforts on finding a solution to lower its average cost per printed page. Despite a complex network environment and a heterogeneous printer fleet, PretonSaver proved to be the solution that UniCredit was looking for and needed.

The Solution - *PretonSaver*

UniCredit initially conducted a pilot implementation of PretonSaver on a department of around 1,000 users. The IT staff at UniCredit were impressed with the software's ability to automatically reduce toner usage without any user involvement. After rigorous testing of the software for its toner reduction capabilities, UniCredit was convinced that the implementation of PretonSaver could lead to wide scale cost reductions. UniCredit then rolled out PretonSaver across its operation in Italy. The deployment covered 60,000 users in the bank's 3,000 branches and numerous management offices across the country, which took less than one month to complete. Based on the information PretonSaver gathered during the pilot implementation, UniCredit deployed PretonSaver with toner saving levels optimized to the organization's actual printing habits and behaviors. Typically, internal documents and reference materials, such as print jobs from web browsers, were set with high savings levels, while marketing and sales documents were configured with lower savings levels. UniCredit also incorporated duplex printing for certain types of print jobs in order to also reduce paper consumption.

Using the extensive reporting capabilities in PretonSaver, which collects statistics on each and every print job, UniCredit closely tracked the toner savings achieved. After a year of using PretonSaver, UniCredit, as its IT staff initially suspected, was still printing the same volume of print jobs and printed pages. However, during this first year of using PretonSaver, UniCredit consumed significantly less toner cartridges, while noticeably improving the page output of each cartridge used. Equally as important, UniCredit achieved its overall objective of lowering its cost per page with PretonSaver and estimates that its overall savings on printing costs with PretonSaver stands around 25%. Going forward, UniCredit is now planning to deploy PretonSaver across its entire global operations and expects to achieve the same great savings levels.

Success Case Study Summary

Industry **Finance**

Number of Users **60,000**

Printer fleet **HP, Lexmark, Samsung**

Location **Europe**

www.unicredit.com

PretonSaver
Average Savings 25%