



Success Story – CRH Swiss Distribution

## Managed print services at CRH Swiss Distribution

CRH plc. is a global leader in the building materials business and employs a total of 90,000 people in 35 countries. In Switzerland, CRH Swiss Distribution trades out of 120 locations with its 5 brands: Baubedarf, Richner, Gétaz, Miauton and Reguscireco. Marc Moser, responsible for the group's IT, wanted to harmonise IT, simplify it and save at least 30% on costs. For printing, he chose Ricoh as a partner.

What Marc Moser finds particularly challenging is to reduce complexity and that is why he took over responsibility as IT manager at CRH Swiss Distribution. Amongst other things, his brief was to bring the fully-fledged Swiss organisations under one central "hat" taking account of 3 language groups and over 100 locations. The whole area of "printing" was set to come under this "hat" and this presented several obstacles. At first he did not even know how many printers he had to take under his wing, let alone the associated costs.

### Bringing customers on board

Marc Moser knew roughly what he wanted, but he was a bit suspicious of all the competing suppliers. All offered the latest technology at the best terms and conditions. But Moser was looking for more. He needed a reliable partner who could support him not only in solution design but also in change management. This was because each language region has its own specific characteristics and needs. He needed a service provider that he could trust and who was able to quickly and easily implement a standardised solution in all language regions. Cost reduction was important – but how could he find the right partner? To obtain more information, he accepted an invitation in May 2014 to attend the Ricoh Innovation Days.

These events are the occasion for around one hundred of Ricoh's major customers to meet and share their experiences in the area of managed print services. This offered plenty of opportunities to talk with other customers about their experience with Ricoh, and Moser took advantage of this opportunity. The experience of Kai Mingard, project manager at Migros, and the complexity of the Ricoh solution implemented there convinced Marc Moser that Ricoh was more than just a hardware supplier.

### Clear ideas and great challenges

Shortly afterwards a contract was signed between Ricoh and CRH which meant that Ricoh could put its capabilities to the test. The first step in all managed print services is data collection – where are we at? What are the print needs of the individual companies? What configurations are required? What print volumes are involved? What about colour? Finishing options? What do the premises look like, i.e. single offices or open plan? Ricoh visited the most important offices of the various group companies and counted over 750 printers and multifunction devices and 126 different models from 8 manufacturers. Such a variety was causing tremendous costs – not only in maintenance and accessories,



"It was an extremely ambitious project from the outset, but I would always choose Ricoh as a partner again."

**Marc Moser**  
Head of IT, CRH Swiss Distribution

"We were able to meet absolutely all requirements: cost reduction, transparency and flexibility. User satisfaction has proved this. In addition, we have laid the foundations for future development."

**Chris Pozzoli**  
International Sales Manager,  
RicoH Schweiz AG

but also in hidden areas: warehousing, employee training, driver management, supplier management, application testing, contract management, etc. Not all costs are easy to quantify, but it quickly became clear what a centrally managed, unified printer environment could achieve. Even a universal printer driver would massively reduce complexity. Moser was convinced of the possibilities. He formulated his goals as follows:

1. Reducing complexity through standardisation
2. Reducing the number of devices and model diversity
3. Cost transparency
4. Increased flexibility (just move devices around according to needs)
5. One single device driver

However, making the current situation transparent was the easiest part. Following that, the various IT managers and their customers had to be convinced of the benefits. In order to be a success, this could not be seen as an action driven by Bern, but had to take into account the different cultures and personalities of the key figures. This required a lot of preparation, a great deal of planning and negotiation skills. It also required the formulation and acceptance of a so-called "print policy". The main specifications of the print environment were set out here so that once costs had been reduced, they would remain at a low level. Marc Moser had also set himself a very demanding target: the project had to be completed within three months.

### Expectations met

The preparations were meticulous. In each of the three language regions a pilot project was defined and implemented according to the print-policy guidelines. All applications, network compatibility and other criteria were extensively tested. After that, the actual rollout could begin. Ricoh completed the entire project within one month – 472 devices at over 100 locations.

In retrospect, Moser can offer the following advice: There must be only one person responsible for the project. All discussions on placing, configuration, etc. must be completed beforehand. Any improvements should only be made a few months after roll-out, because often many questions are solved on their own. Marc Moser was very satisfied with the

choice of supplier. Although four major manufacturers were in the running, Ricoh succeeded for the following reasons:

1. 100% coverage of all technical requirements
2. Excellent support during the test phase and even before the supplier decision
3. A high level of technical support
4. The resources and experience to execute a roll-out across all Switzerland
5. A strong international presence and experience with customers of this size
6. A service portfolio that meets the needs of CRH
7. An accounting model that spreads all costs over the duration of the contract

### Costs

Costs are always at the forefront, although Moser has achieved a great deal more with his new print environment, especially the reduction of calls related to printer problems, Marc Moser admits that he places very high demands on himself and his suppliers, but the smooth operation of the printer park has exceeded his expectations.

### What about the future?

Marc Moser hopes to benefit from further simplifications and outsourcing. As Moser says, "printing is not our core business". He can imagine a future in which CRH only buys in one single print service – all else, including the decision as to which printers, the location, the quantities and sizes to be installed, the management of all necessary print servers, queue management, even 1st-level support, could be outsourced to a

Summary:

	Before	Afterwards
<b>Number of printers</b>	750	472
<b>Number of b/w pages</b>	18.8m CHF	14.4m CHF
<b>Number of colour pages</b>	2.6m CHF	3.0m CHF
<b>Total number of pages</b>	21.5m CHF	17.4m CHF
<b>Number of manufacturers</b>	8	1
<b>Number of models</b>	126	8
<b>Annual print costs</b>	<b>1.05m CHF</b>	<b>0.78m CHF</b>

competent partner. But before that, Moser wants to look into mobile printing. He is considering introducing a secure printing solution. Now that the printer park is operationally stable, Moser has time for such thoughts, too.

### About CRH Swiss Distribution

CRH Swiss Distribution, as a national multi-specialist, develops and distributes total solutions for building shell construction and interior design with quality products from all well-known manufacturers. CRH Swiss Distribution trades under the brands Baubedarf, Richner, Gétaz, Miauton and Regusci Reco. The company's products are tailored to the different needs of professional and private customers, so that all customers get exactly what they need and want.

[www.baubedarf-richner-miauton.ch](http://www.baubedarf-richner-miauton.ch)

