



CASE STUDY

BRISTOL AIRPORT



PRINTER OVERLOAD

Like many expanding organisations, Bristol Airport had seen its printer fleet grow without supervision. With well over 100 devices for just 240 staff, this presented significant problems:

- Overall print costs were high – invoices proved that – but it was impossible to identify where the costs originated.
- Printer maintenance was one of the IT department's main tasks, a particular concern for Head of IT, Mark Williams.
- Bristol Airport was keen to implement environmentally-sustainable printing practices

Together, ITQ and the Airport developed a print strategy that reduced device numbers, was financially positive from day one, enhanced the airport's environmental performance and freed the IT department to concentrate on more critical systems.

This strategy saw printing concentrated onto just 10 ITQ multifunctionals controlled by Safecom print management.

BRISTOL AIRPORT FACTFILE

Over 6 million passengers pass through Bristol Airport every year on their way to other UK cities, Europe, America and the Caribbean.

It has grown consistently since it first opened in 1930. Current plans envisage passenger numbers rising to 10 million per year by 2020.

LOCATION

South-West England

BUSINESS SECTOR

Transport

SIZE

240 staff; turnover over £50 million.

CHALLENGES

Excessive print costs from a large and unmanageable fleet.

Immediate financial return required.

Poor environmental performance.

Compatibility with existing ID cards.

“ We saved £7,000 p.a. on our colour costs and £6,300 by not printing unwanted documents. ITQ's systems were an immediate success. ”

Mark Williams
Head of IT, Bristol Airport

USING EXISTING ID CARDS

Like all international transport hubs, Bristol Airport operates under stringent security conditions. Staff already had ID cards and would not have welcomed a second card to operate printers.

To make the printing system as convenient as possible, ITQ added printer control to the existing cards.

FINANCIAL IMPERATIVES

Unlike deployments that have to show savings after 12 months, the Airport wanted a system that reduced overall costs from day one. Despite the existing printers having no outstanding lease payments, ITQ's economical systems met the challenge.

CHANGE MANAGEMENT

The adoption of the new systems was smoothed by ITQ interviewing staff before deployment, leaving the old printers in place in case they were wanted (they were not!) and configuring the new multifunctionals for instant, menu-less printing.

COMPETENCE AND ETHICS

ITQ was not selected simply because its proposal met the Airport's targets. Its diligent assessment of staff habits and requirements gave managers great confidence in the company's competence and professional approach.

By showing how a delayed deployment could reduce costs even further¹, ITQ gave the Airport all the evidence it needed of its impeccable business ethics.

“ Staff knew their wishes had been taken into account so were happy to switch to the new equipment. ”

Mark Williams
Head of IT, Bristol Airport

FOR MORE INFORMATION

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ABOUT ITQ

ITQ is a forward thinking and dynamic company providing high level support and exceptional levels of service. Established in 1991, we have evolved into a premier print solutions provider.

In 2011 our development and strength was recognised in the marketplace when we were selected to supply the BBC with one of largest and most prestigious print management contracts awarded in the UK.

¹ By delaying their own deployment, ITQ reduced the settlement value on the Airport's existing copiers and depleted stocks of printer consumables.