



Aura™

IT'S A WIN-WIN: COST SAVINGS, BETTER QUALITY AND SECURITY

When this large european automotive distributor chose CDW and Aura to provide a full IT and print service nationwide, the immediate savings and benefits were impressive - while an 'as a service' model offered impressive scope for continuous improvement.



Follow-me print for
efficiency and security



Online dashboards for
control and visibility



20% annual cost
savings



BUSINESS CHALLENGE

This large European automotive distributor is the UK's largest distributor of car and light commercial vehicle parts, with more than 10,000 employees across 330+ branches, 20 regional hubs, and four national distribution centres. With a turnover of more than £1bn, the business focuses on fast, easy access to quality parts at value-for-money prices – with 165,000+ stocked parts on their shelves, ready for speedy delivery or immediate collection.

This emphasis on efficiency and productivity is applied throughout all areas of the business, and was the impetus in appointing CDW and Aura to improve the performance of the company's IT and print functions.

At the time, this large European automotive distributors' multiple sites had individual contracts and various multifunctional products in place, including desktop printers, which the company had identified as expensive to run. Additionally, there was a desire to improve pricing consistency, waste control, and security around print production.

This large European automotive distributors' wider objectives were to improve their customer service nationwide through improved quality print, create better control and visibility of this cost centre, significantly reduce the level of hardware down-time and reactive service call-outs, as well as boosting employee productivity and satisfaction.

AURA SOLUTION

The initial 12-month period achieved effective results and produced data which was used to set out the next steps; a future state strategy was then established to provide a scalable and consistent service across the UK. This included a full redesign and refresh of tired assets (1,500 new devices rolled out across the country), a 20% consolidation of the head office, distribution functions, and implementation of secure follow-me printing, in line with General Data Protection Regulations (GDPR).

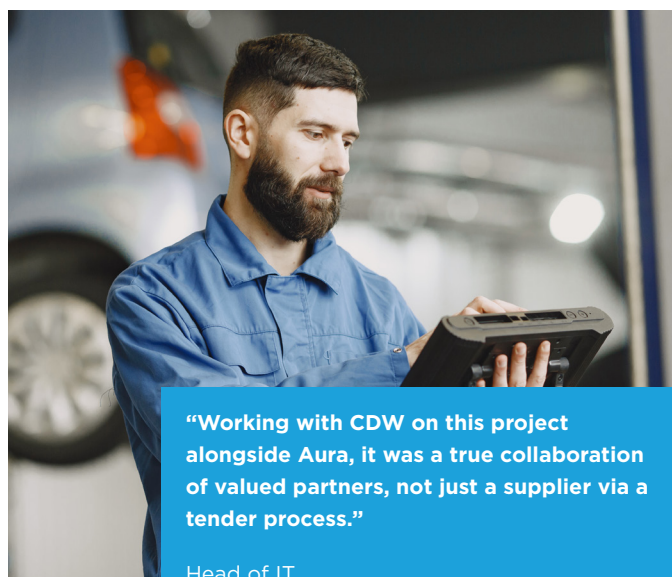
Working in partnership, CDW and Aura initially performed a thorough review of all locations, to design a company-wide print and document management programme, before following up with a 'service take-over' of the entire existing print and IT estate, focused at first on quick wins for all the key challenges.

Following this initial period, this large European automotive distributor decided to transition from the original transactional acquisition model to Aura's 'print as a service' option, for its better suitability in supporting growth and change management, through greater scope for continuous improvement.

BUSINESS OUTCOME

The implementation of the CDW and Aura IT and print solution resulted in 30% reduction of print hardware and an annual cost saving of 20% for this large European automotive distributor, as well as increased print quality and waste control.

Today, the business enjoys the extensive benefits of a joined-up IT and print programme, and a true partnership with CDW and Aura. As a result of the control and visibility functions through our award-winning online dashboards, and a 24-7 operational service model for all national locations with a proactive central resolution and integrated field service desk, this large European automotive distributors' users are more satisfied and productive. The 'print as a service' commercial model also offers better value, and supports business objectives more fully, over the five-year contract term.



“Working with CDW on this project alongside Aura, it was a true collaboration of valued partners, not just a supplier via a tender process.”

Head of IT

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