

brother
at your side



With 45 stores nationwide, Briscoes required a bespoke print solution which takes care of all their service needs, allowing them to focus on their most important asset – their customers.

 **managing**
your **printing**
should be
this **easy**

Match made in Retail Heaven



Challenge

Its tagline, “you’ll never buy better”, is almost as iconic as the brand itself. Briscoes stands proudly in 45 centres across New Zealand offering consumers a vast range of quality homewares at hard-to-beat prices.

Previously Briscoes had multiple different printer brands and models, all at different ages. “This was obviously a major challenge and very time consuming to manage,” Group IT Manager, Jeffrey Westcott, said.

Briscoes needed a print solution (covering both single and multi-function devices) that would give clear visibility of cost and volume, along with the technical ability to grow with them. “We reviewed various brands and evaluated printers on a number of features. In our retail environment we needed printers that were robust, easy to use and cost effective, and we needed a provider who could support us during our busy trading periods.”

Solution: Brother Business Machines

Briscoes needed robust, easy to use, reliable printer technology built to handle high print volumes.

After an assessment of Briscoes’ requirements and existing print volumes,

two Brother machines were recommended to meet their business needs. These printers were evaluated against the print offering of other brands, before a proof of concept trial of machines were deployed into stores for a month.

Once it was obvious this was the right solution, 180 Brother mono laser and multifunction business printers were installed in retail stores across the country.

Now Briscoes’ teams have complete peace of mind knowing Brother takes care of all their service needs, allowing them to focus on their most important asset - their customers.

Benefits

Brother are known for their service and technology, and their printers consistently win awards for their reliability and performance. Recently Brother’s business mono-laser range took out the 2017 BLI Line of the Year award – an honour that’s often described as the ‘Michelin Star’ of the printing industry.

Brother has also been rated the number 1 print brand for service and support in New Zealand.*

“We’ve seen huge improvements since working with Brother, most significantly around service, reliability, increased efficiency and reduced costs,” Jeffrey said.

Briscoes has benefited from a solution that takes the hassle out of printing, they also get hands on service, industry leading 4-year onsite warranty and access to a New Zealand based help-desk seven days a week.

From day one they witnessed Brother’s dedication to service. Printers were preconfigured before installation, and even shortcuts and basic training were covered, making the whole experience completely hassle free.

“Brother and Briscoes are like-minded in that service comes first – their service operates when we’re operating, and that includes during weekends. The support package we have with Brother gives us complete confidence and peace of mind, so we can just get on with business.”

**Jeffrey Westcott,
Briscoes Group IT Manager**

We’d love to talk to you about delivering the same exceptional solution and service for your business. Visit www.brother.co.nz or call 0800 426 272.

* Perceptive Research 2018

Optimise your printing with Brother Managed Print Services

Your true cost of printing could be more than you realise! Brother has a team of experts ready to show you how Managed Print Services can benefit your business. They will:

- Work with you to review your current print ecosystem
- Provide a bespoke recommendation to improve the way you work - reducing costs and increasing productivity
- Manage the transition to optimised printing with unrivalled on-going support

[Click here to take the first step
towards optimising your print solution](#)



About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support by Kiwis.*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand - servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

*According to Perceptive research 2018