

Printing from Brady Corp.'s SAP installation at any of the North American facilities works smoothly thanks to Lexmark. Brady's fleet of single-function printers, copiers, and fax machines is shrinking as they are replaced with Lexmark monochrome and color printers and MFPs. Brady is now piloting a service for its North American sites that would outsource day-to-day maintenance of the entire fleet through PendI, its Wisconsin-based certified Lexmark partner.

## Brady Corp. standardizes on Lexmark devices for North American operations to ensure seamless printing of SAP reports

### The Organization

An international manufacturer of solutions that identify and protect premises and people, The Brady Corporation employs nearly 8,000 people in the Americas, Europe and Asia/Pacific. Brady's products help customers increase safety, security, productivity and performance; and include high-performance labels and signs, safety devices and precision die-cut materials. Founded in 1914, the company has more than 500,000 customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Headquartered in Milwaukee, Brady's fiscal 2008 sales exceeded \$1.5 billion.

### The Challenge

Brady Corporation has grown exponentially by acquiring nearly two dozen companies in a two year span, from 2005-2007. (In 2007, Brady was named Corporate Strategic Acquirer of the Year by a major U.S. national organization of merger and acquisition professionals.) Assimilating a roster of so many varied acquisitions into a single global entity, while still functioning in a coordinated, streamlined manner, is no easy task.

To bring its worldwide operations and business practices into synchronization, Brady undertook a mammoth project to implement the SAP® business platform with a goal of improving supply chain efficiencies, strengthening customer relationships, and mining the valuable information in its data stores. But for all of SAP's enormous power, generating printed reports for users is often a difficult undertaking that has spawned a flourishing "SAP printing" industry.

Brady's North American IT team was faced with dual challenges. One was implementing printing solutions for Brady's SAP installation. The other concerned the dozens of printers throughout the company's facilities: nearly all of them or their drivers were incompatible with print jobs

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– Brady Corporation  
Wilwaukee, Wisconsin  
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that were being formatted, spooled, and streamed through specialized applications running on the company's IBM AS/400. Calls to the help desk grew in number, causing frustration and increased costs.

As the team took in the scope of the task that lay ahead, they repackaged the quandary as a golden opportunity. Brady had a non-standard mix of single-use copiers and fax machines, networked printers and locally attached printers. The single-use devices were getting older, used



different types of toner cartridges, and required increasingly frequent – and expensive – maintenance. This was a unique opportunity to replace its old hardware with SAP-compatible multifunction printers (MFPs) that could print, copy, fax and scan.

### The Solution

The challenge for Brady was to find the right supplier. Brady felt many companies could provide hardware, but they wanted a complete solution from a company that would be its partner throughout the process and also have the SAP printing expertise that was needed.

Many vendors were looked at, however Lexmark approached Brady and said they could solve their SAP printing problem and simultaneously cut the headcount of its the entire fleet. Founded in 1991 as a spin-off from IBM, Lexmark already had an intimate knowledge of the AS/400 and the inner workings of the print spooler, perhaps better than anyone else. The Lexmark team told Brady they knew how to take the AS/400 spool code and print directly from it. Brady noted the other major printer maker vying for Brady's business had to translate from AS/400 into something else its printers could understand. Doing this created significant processing overhead resulting in unacceptably sluggish performance.

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In a gradual rollout, Lexmark devices were installed in strategic locations. In some cases high-volume departmental printers replaced several slower personal desktop printers. In other cases, single-function printers, copiers, and fax machines were replaced with Lexmark MFPs. With a high-quality business-class monochrome or color laser printer at its core, Lexmark MFP technology seamlessly integrates an auto-feed document scanner, copier, and network fax into a single space-saving unit. Elimination of Brady's leased fax machines resulted in an immediate savings of nearly \$30,000. In other strategic locations, Lexmark installed color laser printers, which offer far better print quality, speed and a cost-per-page significantly lower than the inkjet printers they replaced.

On the other side of the world, during Brady's SAP project "go-live" in its China offices, Chinese characters were not printing correctly. Brady asked Lexmark to take a look. The Lexmark engineers jumped right in and asked

for the SAP code. After an analysis, they suggested a change; the problem was resolved in two days. According to Brady executives, the high level of response the company receives from Lexmark is something they just don't see from other technology vendors.

As the Lexmark lasers and MFPs were installed, employees began using new features to make their jobs easier. Suddenly, scan-to-email became commonplace for a variety of tasks instead of faxing.

Their previous equipment was old so many of Brady's employees hadn't been exposed to the new features that were an integral part of the new Lexmark devices. Confidential print, duplex printing, multi-up and other features were discovered by employees who began using the equipment in their everyday jobs.

With its new Lexmark devices in place, Brady Corporation is now piloting a service for its North American sites that would outsource day-to-day maintenance of the entire fleet through Pendl, its Wisconsin-based certified Lexmark partner that also provides its toner cartridges. Using a variety of online service tools from Lexmark, Pendl provides continuous remote monitoring of every Lexmark device connected to Brady's North American network. With this capability, Pendl performs remote preventative maintenance and responds to service alerts, sends out replacement toner cartridges and dispatches a certified field engineer as needed. Outsourcing the management of the fleet of output devices to Pendl is turning out to be a very strategic decision for Brady. It reduces its costs, eliminates the need to stock toner and is ensuring that its employees have uninterrupted printing capability.

### The Results

Printing from Brady's SAP installation at any of the North American facilities works smoothly thanks to solutions and expertise unique to Lexmark. The company's fleet of single-function printers, copiers, and fax machines is shrinking as they are replaced with Lexmark printers and MFPs, both monochrome and color.

Lexmark solved Brady's SAP printing problems overnight. No other vendor could even come close to doing that – if they could do it at all. In addition, knowing that Lexmark is there with account management and technical staff around the world, Brady knows that Lexmark will be able to support them just about anywhere.