



MÖVENPICK CAFÉ
莫凡彼

Company : Mövenpick
Country : Taiwan
Model number : HL-L6400DW
MFC-L6900DW

The Customer

When talking about High-grade imported ice cream made with natural ingredients and no chemical additives, Swiss Brand " Mövenpick " would definitely come to mind. The driving force behind such great brand recognition and affirmation amongst Taiwan consumer is nonother than "Bai Fu Tong". With its business focus on the "lifestyle industry", Bai Fu Tong Group has Food and Beverage, amusement parks and trading under their portfolio. In addition to " Mövenpick ", there are also various self-created Food and Beverage brands, that has 24 stores island wide with annual turnover of NT\$1.2billion.

Mövenpick aims to expand their Taiwanese market business venture in various aspect.

The Challenge

In the past, when multiple users print from the same printer, print jobs came out from the same printer tray. Having same printer tray, some printed materials or documents are being retrieved by mistake which resulted in missing prints where the user would proceed to do a re-print which would waste the company's resources unnecessarily.

As the business expands, more employees are required to ensure smooth operation. Thus, previous business equipment are no longer sufficient to meet optimal efficiency. Hence, having the right equipment is important to ensure improvement in business workflow proficiency.

The Solution

Fang Li Huan, General Manager of Mövenpick Group was first introduced to Brother Corporate products when he was working in the United States where Brother holds more than 50% of the marketshare. Besides that, Brother has also more than 100 years of great product service history, providing to more than 40 countries across the globe.

When he noticed that the equipment in the company was no longer sufficient to meet its operational demands, his first thought was to adopt Brother's product to help solve his current situation after having great past positive experience with Brother products. During that time, Brother Taiwan also took the initiative to get in touch with Mövenpick Group and proposed the best products that will meet their needs and resolve their issues. After considering quality of Brother Product and cost effectiveness, the decision to choose Brother was easily made.

Mövenpick Group eventually picked of Brother HL-L6400DW helped improve their document security and minimize missing prints which was caused when users mistakenly took the wrong documents.

With the built-in NFC card reader function, this also helps to avoid unauthorized users from printing, helping the business to reduce unnecessary cost.

Furthermore, Brother product was also able to generate a print usage log where the company can export easily to understand the printing usage and aid them in maximizing the devices for their daily operations.

As Mövenpick Group has a high print volume, the machine was able to support their operational needs with speed and durability. Having cost per page at \$0.4 was also very economical.

Previously, the biggest problem that Mövenpick Taiwan faced was mishandling of print jobs, where printouts are being taken by other users from the shared printer.

This resulted in document security issues and wastage due to re-prints. To resolve this issue, an additional Paper Sorter MX-4000 was added to the Brother HL-L6400DW where user can pick up their printout easily from the designated output tray without having to flip through piles of documents from the singular printer's output tray.

From the enterprise perspective, the introduction of Brother products has definitely brought great benefits to Mövenpick Group in terms of work efficiency improvements and cost reduction.

Benefiting from the fast-printing speed and low failure rate of Brother products, Brother is able to meet the challenging operational needs and reducing the need for employees to wait in line when a large print job is sent to the printing. Wasting precious time and thus, reducing the overall efficiency of the company.

Testimonial

With the introduction of Brother's enterprise laser flagship printer, it has helped achieve "efficiency improvement", "easy fleet management " and "customizable expansion of the machine" for Mövenpick Group. It has also significantly helped with cost control, which is the very vital for any enterprises. More importantly, while meeting the above requirements, there is no need to compromise the functionality and quality of the product, we would highly recommend to companies that faces the similar problem.

In addition to the printing of daily reports, Brother products can directly print wirelessly through the applications on mobile devices, which is also one of their great features. This convenient feature can conveniently print important documents directly from mobile devices.

Brother HL-L6400DW Laser Printer

Maximise productivity with high print speed up to 50ppm.

Easily manage your Brother network-connected products from one central location using BRAdmin Professional Software.

This network management tool allows remote configurations, monitoring of useful information such as page count, toner and drum status. With the option of setting print quota of each user, you can better control printing cost. Instant notification of printer downtime also lets you attend to the problem before it impacts productivity. What's more, this software features a suite of security solutions to assure you of your documents' confidentiality.

