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HL-5380DN



**Case Study**  
Day Lewis  
Pharmacy



HL-5380DN

**Challenge:**

To increase the deployment of printers across 190 sites to meet requirements for the electronic prescription service, whilst managing cost control, standardising consumables and easing the support burden on central resources.

**Solution:**

380 x HL-5380DN laser printers were delivered, installed and supported across 190 sites through Brother's Managed Print Service to meet the EPS2 deadline.

**Benefit:**

By upgrading its printer technology, Day Lewis Pharmacy has been able to meet its obligations for EPS2 across all 190 sites. At the same time they've improved cost control, management visibility and removed the support burden from head office.

“ Brother has been instrumental in helping us achieve EPS2 deadlines, enabling us to implement the new electronic prescription service for our customers. Brother planned, delivered and installed 380 new printers in record time, trained our staff and supported us throughout this major business change. Brother's Managed Print Service has equipped our business with the tools to control and manage print usage and consumable spend going forward, as well as providing direct support for our pharmacies when they need it. ”

**Colin Kendrick,**  
Head of IT, Day Lewis Pharmacy

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## Overview of customer and their challenges

With over 190 pharmacies across the UK, Day Lewis Pharmacy is the largest, independent pharmacy chain in the UK and Europe. Although 80% of the printers owned by Day Lewis Pharmacy were Brother devices, head office had little cost control or visibility of how they were being used by the individual pharmacies. Providing support for the printers was starting to drain resources at their central IT department, as did the growing stock of toners, ink and drums they had to provide.

Day Lewis Pharmacy had also committed to the Government's EPS2 programme so they could offer their customer's greater flexibility with the new electronic prescription service. In preparation they urgently needed to review their whole print management programme.

Head of IT at Day Lewis, Colin Kendrick said, "To rollout EPS2 meant we had to install a second printer at all of our pharmacies to cope with the demand for prescription printing. We needed to standardise hardware across the 190 sites and look at ways we could control ongoing printing costs, have greater visibility and outsource maintenance."



"Not only has Brother's Managed Print Service enabled the implementation of the electronic prescription service across all Day Lewis Pharmacies, it has provided us with many business benefits. We are now able to pull off clear management reports about our entire print usage, costs per page and consumable spend. We've freed up valuable resource as Brother now provide excellent maintenance support, helping us to provide an uninterrupted service for our customers. We have a view of every printer in our organisation and how it is performing. This visibility and the ability to control our efficiency, is refreshing in business. Add to this Brother's support and desire to build a real partnership with your organisation, I can highly recommend their Managed Print Service to others."

**Colin Kendrick, Head of IT, Day Lewis Pharmacy.**

## Brother's Solution

Brother provided a full print audit for Day Lewis Pharmacy and demonstrated the benefits of a Managed Print Service. 380 x HL-5380DN 'prescription-ready' laser printers were deployed across 190 sites in 30 days to meet their MPS2 deadlines. Brother's UK technical team supported the pharmacies with remote set-up and training to ensure staff understood the hardware and how to use the web portal to report any faults and order consumables going forward.

## Benefits

Day Lewis Pharmacy invested in the installation of network capabilities across all sites to enable the deployment of Brother's Managed Print Service. Brother's print audit had demonstrated how Day Lewis would be able to offset this investment against cost savings in just three years.

Day Lewis Pharmacy saw the immediate benefit of Brother's service. Colin Kendrick agrees, "Brother was fantastic. They produced a full deployment plan and, along with their partner maintenance company, delivered all 380 devices, across 190 sites in just 30 days – an amazing achievement. Brother had installed its robust network and prescription-ready laser printers in record time which meant all Day Lewis pharmacies were able to meet their commitment for the electronic prescription service."

