

# Case Study: Childcare Centres

## Efficiency brought to children's day care centres through Brother Managed Print Services (MPS) and professional inkjet printers

### Introduction

Modern society means that more and more people are facing the challenge of balancing family and professional life. When parents have to work they need the "peace-of-mind" that comes with knowing that their children are being taken care of effectively. Companies like Elbkinder (Vereinigung Hamburger Kindertagesstätten GmbH) have set out to create a place of warmth and security for children; a place that feels like home.

### Printing for the most diverse requirements

Printers play an important part in the daily life of the Hamburg Elbkinder centres. Despite ever-increasing digitalisation, day care centres have to print and scan lots of important materials every day. For that, professional high-performance multi-function devices are necessary to handle a wide variety of formats.

Special emphasis on ensuring quality, high-grade print results for important print documents and publications, using the typical "Elbkinder colours", is needed by these day care centres. It is important for creating positive visibility, according to Mr Kevin Einig, an administrative representative for the Schwebengrund day care centre in Hamburg, which has about one hundred and ninety children.

Image shows MFC-J6935DW





## Reliability and sustainability are key features

Defective or malfunctioning multi-function printers would create real problems for the Hamburg Elbkinder centres. Important documents and invoices wouldn't be able to be printed for management – causing the entire workflow to be interrupted. For emergencies, they have a laser printer available; the documents it produces, however, no longer meet the requirements for print quality. For these reasons, reliable printers are extremely important to the company.

On a daily basis, there is a high demand for printed materials at Elbkinder. Thus, day care centres demand devices that meet certain environmental requirements and also keep fine dust pollution at low levels. Improved air quality benefits both the staff and children and it is a challenge that only efficient, low-emission printers will meet.

### MFC-J5930DW

- Fast printing (6 seconds for the first page)
- PCL 6 and PostScript 3 emulation
- Prints more formats than any other unit
- Easy handling & simple cartridge replacement

## Compatibility in the virtual environment

Schools with all-day education and support require a lot from their printers. It was important for Elbkinder to consider technology that would help them optimise their printer infrastructure in order to meet specific requirements. Some devices used by Elbkinder, such as the HP inkjet, were unable to keep up with their demands and suffered from recurrent technical difficulties. Mr Einig now believes that Brother's MFC-J5930DW and MFC-J6935DW provide the Elbkinder day care centres with devices that better meets their needs.

As mobile printing will be an important feature in Elbkinder's future, the new devices need to be Wi-Fi enabled to allow printing directly from a smartphone or tablet. Some of the day care centres have launched pilot projects, using iPads, using WLAN which connects to their administrative network. However, due to data protection regulations, this has not yet been fully implemented across all the centres.



Image shows MFC-J5930DW



Image shows MFC-J6935DW

## The MFC-J5930DW: Quality that convinces

Not only did the excellent price-to-performance ratio convince Elbkinder to select the MFC-J5930DW and MFC-J6935DW, but their interaction with Brother's field service played a critical part too. "Other providers just don't offer this kind of support", says Mr. Einig.

Though there have been no claims to date, the company focussed on warranty services before making the purchase. Another decisive criterion was the simple and intuitive way the devices worked. Changing cartridges is now significantly simpler, making it easier for less technically inclined users.

Advanced paper management in the multi-function devices, allow staff to meet specific printing requirements through the use of print, scan, copy and fax, up to A3, giving them excellent print quality at consistently low printing costs.

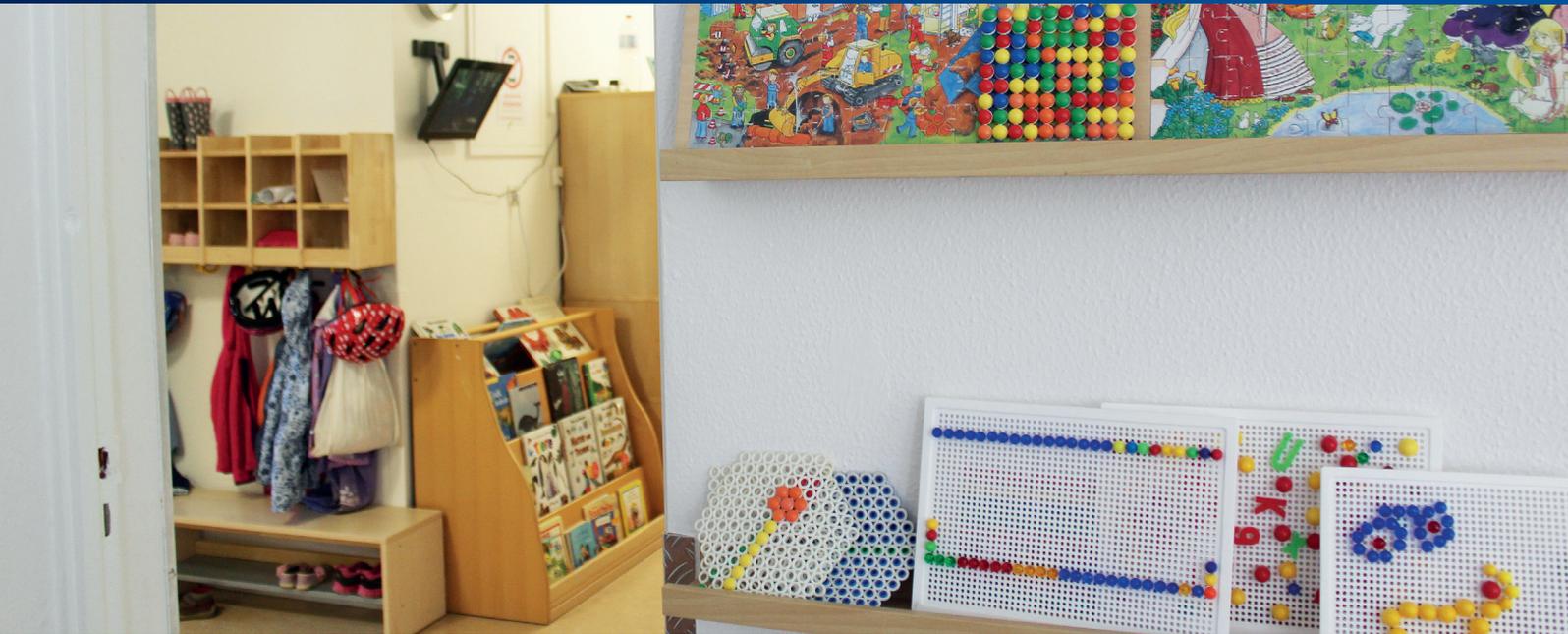
The staff at Elbkinder are also especially appreciative of Brother's Scan-to-Email and Scan-to-Folder features. It gives them the opportunity to send scanned documents via email directly from the printer. Saving the scanned document as a PDF in the memory of the printer is another function the machine offers, allowing users to easily access the file if they need to print it again in the future.

## More flexibility when printing with Brother MPS

The Brother Managed Print Service (MPS) concept, which integrates devices into EPP FLEX, makes it possible to reduce and simplify the workload of a day care centre by connecting it to automatic supplies delivery.

As soon as the ink level of a cartridge reaches a certain point, the Brother MPS will automatically trigger an order and a new ink cartridge is sent out to the correct day care centre. This ensures that the care centre receives new supplies at the right time so that the print flow remains uninterrupted. Maintenance of the devices by Brother Service representatives, is also included, ensuring that there are no additional costs for the user.

Brother is so sure of the quality of these devices that, in line with the 'At your side' motto, a **[insert your warranty period]** on-site warranty is given to provide the customer with complete peace of mind.



## Brother – companion day in day out

Brother's devices have now been in use at Elbkinder day care centres since February 2017, giving staff members more functions and features than they had before. With incorporated automatic supply delivery, all they have to do now is change the ink cartridges once they have received them, allowing them to focus on care and support for the children.

Introducing the MFC-J5930DW and MFC-J6935DW as their new multi-function devices has finally allowed all quality standards at Elbkinder to be met. Even the most diverse formats important to the day care centre can now be printed problem free.

The new devices have everything that could possibly be needed for a company such as Elbkinder, which requires the best print support possible everyday. "The controls are simple, self-explanatory and fun to use", concludes Mr. Einig.



Image shows MFC-J6935DW

## CONTACT US

For more information on this case study or to find out more, contact the Brother Commercial Team today:

Phone: [insert number]

Email: [insert email address]

Website: [insert web url]