

Case study: P.M. Olsen

Multiple solutions
– one brand



Brother solutions ease the working day at car dealership P.M. Olsen in Slagelse and Kalundborg

Introduction

P.M. Olsen A/S is an authorised dealer for car manufacturers Opel, Citroën, Mazda and Nissan and also has its own workshop. P.M. Olsen is West Zealand's largest car dealership, selling around 3,000 cars a year. The company has 42 employees who are always ready and willing to assist with car and spare part purchases or with visitors to the workshop.

In the course of a typical working day, P.M. Olsen carries out a lot of printing, copying and scanning, not only in connection with car purchases but also when cars come into the workshop for checks or tyre changes. In addition, P.M. Olsen labels customer tyres when they come into its tyre hotel in order to maintain an overview of where the tyres are located and who they belong to.

Previously, P.M. Olsen used printers from a variety of manufacturers. This presented challenges as the print quality was variable and, above all, because the printers used different consumables that had to be purchased from different places.

Solutions

P.M. Olsen has a large customer base and aftermarket and prints a lot on a daily basis, so it's important for the company to know the price of its printing. This information is easily accessible with the Brother MPS solution. At the same time, it ensures that the car dealership automatically receives printer consumables before it runs out. So not only does P.M. Olsen maintain a better overview of its costs, the company no longer needs to think about purchasing consumables or holding them in stock.

A professional mono laser printer (Brother HL-L6400DW) with four paper trays – one for each car make – is placed in bookings so that employees can quickly and easily print documents from their own tray without having to shuffle paper around.





In order to satisfy GDPR legislation, P.M. Olsen has acquired two Brother scanners. One is situated in bookings and the other in accounts to allow for the quick and easy scanning of documents containing sensitive personal information and their subsequent shredding. In addition, the company has a printer in every office to avoid confidential information being left unattended.

P.M. Olsen uses a Brother machine in its workshop for printing tyre labels and also has a P-touch label printer with long-life labels for general labelling tasks.



- **MPS agreement – A Managed Print Service (MPS) agreement saves you money, gives you an overview and avoids unforeseen expenses. You purchase the machine from your dealer and thereafter pay only for what you print. Once you have an agreement in place with your dealer, Brother takes care of all the practical stuff.**
- **HL-L6400DW: superfast and robust mono laser printer with three extra trays and the option of larger capacity toners.**
- **ADS-2800W: wireless network scanner with advanced imaging software and a user-friendly, lockable colour touch screen.**

P.M. Olsen considers it important to use a single brand to cover a range of solutions.

Chief Financial Officer at P.M. Olsen Tonny Rasmussen says: “We chose a single brand overall because we value having long-term relationships. We’ve known Connie at Brother for many years, which is why we chose Brother for our printing and scanning as well as for our tyre labelling solution.”

Owner and CEO of P.M. Olsen Jess Andersen adds: “We chose Brother because its products are good, suit our business well and can be used anywhere. It’s a win-win really.”

Benefits

Using a single supplier saves time and eases the workload. Together with Brother, P.M. Olsen worked out which printer models and solutions provided the best fit for the company, and this has led to more efficient processes and savings in staff time.

Challenges relating to the new privacy regulation, i.e. the GDPR, have been effectively resolved by placing a printer in each office and by using scanners to scan and digitally archive sensitive personal documents.

CONTACT US

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