



Driving down costs  
and increasing efficiency  
at Peugeot Azur.

## Peugeot Azur

Case Study

**Canon**

# Driving down costs and increasing efficiency at Peugeot Azur.

## Overview

**Representing just part of Peugeot's far-reaching sales arm, the Nice-based Peugeot Azur chain of concessionaires brings the national car manufacturer's hallmark style and flair to customers on the French Riviera.**

Peugeot Azur, which operates from five locations in the southern Alpes-Maritimes department, began its relationship with Canon when it sought to replace its ageing Lexmark dot matrix printers. "We had been running a large fleet of dot matrix printers for some time, but the high cost of the consumables and the fact they no longer delivered the level of quality we were seeking, signalled the time for change", explains David Morainville, Administration and Finance Director at Peugeot Azur.

## Problem

Setting out with the dual objectives of reducing costs to the business and improving the quality of printed documentation, Morainville approached Canon. To his surprise and delight, within a few months Canon had delivered not only on these goals but had also helped Peugeot Azur implement a comprehensive re-engineering of the company's document processing and storage that quickly yielded annual savings of €20,000.

Asked how this came about, Mourainville recalls: "They weren't just interested in selling us new printers. They looked at printing's place in the document processing chain. It was a consultancy-based approach."

## Solution

**The first step for Canon's consultancy team was to conduct a thorough analysis of the company's print and administrative operations to discover potential ways to decrease associated costs throughout the company's five sites in Nice, Cagnes-sur-mer, Antibes, Grasse and Mougins.**

"Canon basically scrutinised every aspect of our printing and administration processes; closely examining the numbers of printers we operated, the type and quantity of work we were sending to them, as well as the overall cost to the business," continues Morainville. "Having discussed our specific needs, they then analysed the actual performance and efficiency benefits of our existing machines versus our current and planned goals."

Although Morainville acknowledges that the company's lengthy administrative processes and ageing print technology had been staring them in the face, Canon's intervention confirmed that they were producing unnecessary levels of paperwork, on dated hardware which had its own cost and quality implications.

Furthermore, Canon's investigations uncovered a number of other less than efficient document management processes. "Canon diagnosed that one problem was impacting on another," continues Morainville. "The large quantity of documents we were printing for customers was putting severe strain on our storage and filing processes and flagged up the need to consider a more efficient means of digital document archiving."

Having closely reviewed Peugeot Azur's current processes and considered its specific requirements, Canon met the company's senior directors to present a bespoke document administration and print solution tailored specifically to address their challenges and fulfil their overall business requirements. "It was an impressive presentation," recalls Morainville. "It was clear Canon had taken the time not only to understand what we wanted to achieve but also to explore benefits we hadn't thought of. But that's what you get from a supplier with such extensive experience in office imaging."

Canon proposed replacing the large number of Lexmark dot matrix printers with a smaller number of more efficient, Canon Multi Functional Printers (MFPs). This would also address the complicated multi-contract system and its associated varying-price mechanism that had existed to date. By routing all work through the Canon MFPs, and consolidating several contracts into a single agreement incorporating a standard one price per page, Peugeot Azur would reduce the complexities it had previously been forced to contend with. In addition, from a quality perspective, the laser printing capabilities of Canons advanced MFPs would deliver the improved look and feel of its documentation that Morainville and his team had been seeking.



To ensure a greatly improved document management process, Canon prescribed its PlanetPress Suite of variable data printing software to run in conjunction with the MFPs. Crucially, PlanetPress optimised the company's production capacity by automating operations for capturing, formatting, processing and outputting documents, thereby greatly improving productivity.

**"It was clear Canon had taken the time not only to understand what we wanted to achieve but also to explore benefits we hadn't thought of. But that's what you get from a supplier with such extensive experience in office imaging."**



“PlanetPress Suite eliminates the need for pre-printed forms, which has enabled us to reduce the production of the 1,500 sheets we previously printed on the Lexmark printers”, adds Morainville. **“So much so, that we have slashed the cost of printing 1,000 sheets from €250 to just €5, which translates to a massive annual saving of €20,000; far beyond what we had thought possible.”**

As a final step to overhauling Peugeot Azur’s print operations, Canon’s consultancy team also recommended the installation of Therefore™, its information archive and retrieval software to address the company’s mounting document archiving and storage crisis. This means that time spent searching for documents and files is no longer an issue for Peugeot Azur, as automatically locating stored digital information is made possible via a user-friendly universal interface.

“The installation of Therefore™ has been a significant asset,” he continues. “Its simple-to-use storage and retrieval system gives our staff instant access to all the information they need efficiently, economically and securely.”

#### Achievements

As for the business as a whole, Morainville ponders on how things would be, had Canon not been consulted to engineer what subsequently turned out to be a re-energising of Peugeot Azur’s administrative processes. “We would not only have continued to waste money on printing a poor quality and unnecessary amount of customer documentation, but would also have carried on taking longer than we actually needed to!” he says.

“For me, this exemplifies how beneficial it can be for businesses to involve third party experts to take a thorough, unblinkered look at how things are done,” he continues.

“By streamlining our printing processes and guiding us towards the latest hardware and efficiency-enhancing software tools, Canon has saved us €20,000 a year and sharpened our brand image. I only wish we had sought their expertise sooner,” he smiles.

**“We would not only have continued to waste money on printing a poor quality and unnecessary amount of customer documentation, but would also have carried on taking longer than we actually needed to!”**

“Canon has saved us €20,000 a year and sharpened our brand image. I only wish we had sought their expertise sooner.”

**David Morainville**

Administration and Finance Director, Peugeot Azur.

**Canon**

**Canon Europe Ltd**

3 The Square  
Stockley Park  
Uxbridge  
Middlesex  
United Kingdom  
UB11 1ET  
Tel: +44 208 588 8000  
Fax: +44 208 588 8001  
[www.canon-europe.com](http://www.canon-europe.com)

**Canon (UK) Ltd**

Woodhatch  
Reigate  
Surrey  
United Kingdom  
RH2 8BF  
Tel: +44 1737 220 000  
Fax: +44 1737 220 022  
[www.canon.co.uk](http://www.canon.co.uk)