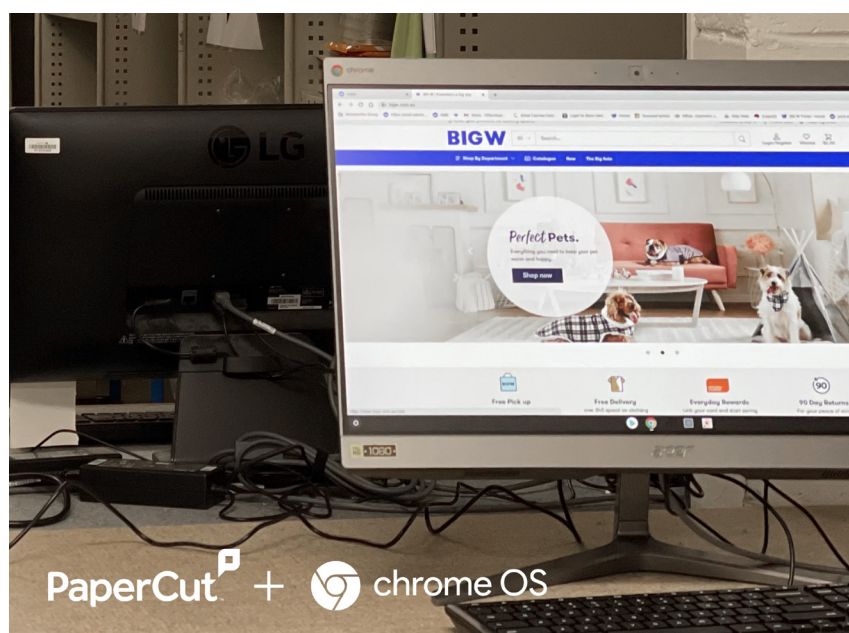


ENTERPRISE

# BIG W benefits from simpler printing



## Cutting to the chase

### Problem

BIG W needed to replace Google Cloud Print, simplify their printing, and reduce single points of failure

### Solution

Mobility Print was integrated into existing print environment

### Outcome

Printing is easier to support with no reported failures across 176 stores

BIG W is an Australian department store with 176 stores throughout Australia. Founded in the 1960s, the company is a business unit of Woolworths Group, and employs 22,000 people.

In a busy week, team members are responsible for printing over 500,000 labels during peak periods. It's no surprise that high availability of printing is crucial to BIG W.

The IT team needed a new solution to replace Google Cloud Print— one that would fit with their print environment while ensuring team members could print simply, quickly, and reliably.



I would say the biggest impact of Mobility Print has been its simplicity. It's such a simple solution with a lot of benefits."

**Steven Kernahan - Stores Solution Owner, Woolworths Group**



## Problem

BIG W needed to simplify their printing and reduce single points of failure

For BIG W, printing is business critical, with 250,000 print jobs undertaken each week—over 500,000 when things get really busy.

That level of printing meant there were many potential points of failure—something BIG W was anxious to limit or remove altogether.

For Stores Solution Owner Steven Kernahan, finding a simple-to-use replacement for Google Cloud Print was a top priority. One that would fit seamlessly with the company's Chromebook environment. Not an easy task for a retailer with 176 stores and 20,000+ team members.



## Solution

Mobility Print integrated into existing print environment

“We were looking for a solution that integrated with our existing solution,” Steven says. “Plus, it was important that it scaled seamlessly to suit all BIG W stores.”

After looking at a number of printing options, it was the advice of a BIG W technology vendor that led him to Mobility Print: “Google actually recommended PaperCut as a printing partner,” he continues.

When it was clear that Mobility Print would meet his requirements, rollout went ahead—with no interruption to business.

“Internally, between Google, Woolworths, and PaperCut, we were able to quickly re-architect and develop a solution resulting in greater resilience, stability, and increased efficiency for the team.”

## Outcome

Printing is easier to support with no reported failures across 176 stores

“Overall, since migrating printing with PaperCut six months ago, we’ve noted no product or solution failures across 176 stores,” Steven says.

“There’s a reduced time to innocence,” he continues. “If there’s a problem in the tech stack, it takes no time at all to rule out Mobility Print from the issue”.

In addition to the simplicity of the native Ctrl+P experience Mobility Print brought to the Chromebook fleet, the BIG W team also enjoyed faster printing speeds.

When asked about the biggest benefit of Mobility Print, Steven doesn’t hesitate: “I would say the biggest impact of Mobility Print has been its simplicity. It’s such a simple solution with a lot of benefits.”



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