

Central Print Solution Halves Support Costs

When IT consulting firms want to set up workstation-as-a-service projects in a terminal server environment, it is hardly economical anymore without a central print solution. The German-based company Krämer IT Solutions had this experience.

Anyone looking for comprehensive support in IT matters in Saarland, Germany, will quickly find Krämer IT Solutions. Founded in 1992, the IT consulting firm with headquarters in Eppelborn has today nearly 100 employees. Their clientele extends across all industries and sizes of companies, from daycare centers to large freight forwarding companies. Companies can choose whether they want to operate their IT in-house and have it maintained by the IT consultants or hand over the hosting completely to Krämer's own data center.

Even in small companies, the trend is moving towards the cloud, as Jan Dominik Lorenz observes. He is responsible for server, software and network support at Krämer. The fact that Microsoft has discontinued its Small Business Server and at the same time the state of Saarland has invested heavily in expanding broadband in recent years is good news for the growing interest in data center services.

Terminal server projects without ThinPrint are not economical

Whether in the cloud or on-premises – numerous customers of Krämer IT now prefer the IT concept of leaner workstations in a terminal server environment, virtualized via Microsoft Hyper-V. However, printing is always the Achilles' heel. Krämer IT has been using ThinPrint's print solution for several years to ensure that its customers can continue printing without any problems even in a terminal server environment. Without it, you would have to install hundreds of printer drivers on the terminal servers because every printer is transmitted via RDP as a redirected printer. Jan Dominik Lorenz says, *"The administrative effort would be immense and setting up centrally managed local workstation environments would not be economically viable for us."* For the IT consulting firm, the print solution is therefore a must for implementing such workstation-as-a-service projects – ThinPrint is the economical choice!

60 percent less support costs

Krämer IT Solutions can prove this with hard numbers – related to the clients, implementing the solution leads to a reduction in support requests of nearly 30 percent. If you look at just the topic of printing, the support requests have dropped by almost 60 percent. Time that the IT consulting firm saves and can therefore use to provide other services for the customer.

Since 2011, the IT consulting firm has relied on the ThinPrint solution. The first customer for whom Krämer IT set up a local terminal server farm was the logistics provider Adolf Peiffer. The numerous branches of the freight forwarding company operate in full terminal mode, i.e., all applications and data are obtained from the central server. When the printers are transmitted as usual via RDP, this regularly leads to printing problems because the server lacks certain drivers.

Optimize maintenance agreements

Home office users who buy new printers for which the server then has no driver are particularly affected by this typical problem. At Adolf Peiffer, such cases represented a large part of the support volume. Because even as fast as the Krämer support team is, it can still take half an hour before the sought-after printer is found and its driver installed. "In light of that, Thin-Print was the non plus ultra solution," says Jan Dominik Lorenz. Krämer IT installed the ThinPrint Engine on the terminal servers and the ThinPrint Client on the Windows computers. It routes the local printers directly to the server, where the





Engine takes over the print job. This benefits both Krämer IT and the companies: the customers no longer have to contact support because of printing problems, and the IT consulting firm lowers maintenance costs and can thereby significantly optimize its maintenance agreements. In case of a problem Adolf Pfeiffer can solve most cases itself.



Jan Dominik Lorenz, Kraemer IT

The fact that ThinPrint compresses the print data so much is especially beneficial for companies like Adolf Pfeiffer. Some of its field offices still face bandwidth limitations. With connections of only 20 Mbit in places, even low volumes of data are noticeable. Colleagues in the Leipzig branch no longer have to wait five minutes before the printer finally starts a 100-page job.

Like the freight forwarding company, 28 on-premises companies with a total of nearly 600 employees are currently using the print solution from the IT consulting firm. The solution works similarly in a data center operation. Krämer IT's largest SaaS customer is a statewide daycare center with a total of 200 locations. In the past, every daycare center had its data on its own notebooks. Kramer IT's task was to set up a central solution, i.e., to achieve the complete system migration from local data storage to a secure data center environment.

Even simple, low-cost printers are recognized

Anyone who wants to work on a computer in a daycare center now connects with the full terminal at Krämer IT and initiates their print jobs from there – mandalas that children search for on Google, weekly meal plans, handouts for the parent evenings, scarlet fever warnings or announcements of upcoming field trips – the variety of content and format is wide. The IT consulting firm now operates around 20 terminal servers for the daycare centers, each equipped with the ThinPrint Engine with the ThinPrint Client being installed on the local notebooks. *"The variety of printers in this environment is considerable,"* marvels Jan Dominik Lorenz, *"especially low-cost no-name*

devices are often used. Without ThinPrint, we would have to install all the software on the terminal server – and the wear and tear is significant, new printers are constantly being added." The customers' reaction is that once the ThinPrint Engine is set up, you no longer have to worry about printers.

Highest flexibility in procurement

No matter which new printer the daycare center puts in the office, the ThinPrint Engine recognizes it automatically. This is contrary to the purchasing behavior of the target group. Because, like almost everywhere in the education system, financial resources are tight in the daycare sector too, especially when it comes to hardware. So if they need a new notebook or a new printer they gladly snap up bargains at discount stores. And it is likely that little attention is paid to high-priced devices with top of the line software or compatibility. It makes no difference to ThinPrint because the solution supports almost all models available on the market.

Krämer IT uses the ThinPrint Engine also for companies without a terminal server environment because printers can be assigned very easily with the software's matrix function – a clever alternative to the group policies.

Test now!
 A free 30 day demo version includes all features
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ABOUT THINPRINT

ThinPrint, with nearly 20 years of continuous development and internationally patented ThinPrint technology, is the leading provider of print management software and services for businesses. In 2015, ThinPrint acquired ezeep, including its native cloud printing technology, which has since become the leading printing solution for coworking and shared workspaces. With these two strong product lines, ThinPrint delivers a unique printing experience for every modern workplace. Whether printing from traditional PCs, mobile devices, thin clients, virtual desktops, or from the cloud, over 25,000 companies across all industries and of all sizes optimize their printing infrastructure and increase productivity thanks to ThinPrint. In addition, more than 100, and growing, Desktop-as-a-Service, and Software-as-a-Service providers deliver reliable, high-performance printing from the cloud to their customers. Investment in ThinPrint printing solutions leads to a fast ROI because the easy-to-implement and manage print systems reduce the burden on IT departments, result in significant performance improvements while ensuring optimal, reliable print support at every workplace. ThinPrint's technologies and components enable its use in almost any infrastructure and take into account integration of branch and home offices as well as mobile employees. The solutions are developed and rigorously tested at ThinPrint's headquarters in Berlin – software Made in Germany. Offices in the United States, the UK, Australia, Japan and China, as well as more than 350 channel partners around the world offer direct and on-site customer care. Thanks to numerous OEM partnerships, ThinPrint technology components are integrated in a variety of printers and thin clients from leading hardware manufacturers. Special significance is placed on the strategic partnerships of the company with Brother, Citrix Systems, Fujitsu, Fuji Xerox, Hewlett-Packard, IGEL, Konica Minolta, Kyocera Mita, Lexmark, Microsoft, MobileIron OKI, Parallels, T-Systems, VMware, Wyse Technology, Xerox and 10Zig.