KONICA MINOLTA

Customer Solution

BAE Systems flies high with Konica Minolta

| BUSINESS | >> | BAE Systems |
| INDUSTRY | >> | Technology |

A 'think outside the square' approach is what differentiated Konica Minolta from its competitors.

▶ **CUSTOMER:**

BAE Systems Australia employs approximately 2,600 people, supports customers at more than 50 locations across the country and has its centre of operations in Adelaide, South Australia. It has key skills in engineering and systems integration and is a leading supplier of electronic warfare, communications, military air support, software and support services to the Australian Defence Force.

▶ **REQUIREMENTS:**

When BAE Systems was formed from the merger of British Aerospace and AWA Defence industries one of the furthest things from their minds was managing their printers. When they realised that between the two companies they were using six different photocopier suppliers they knew that they needed to find one organisation to meet all of their needs.

▶ **SOLUTION:**

The process that BAE Systems undertook to solve the issue of photocopy fleet management was gradual. An audit was initially conducted nationally to ascertain how many machines BAE Systems Australia had, whether they were purchased or leased and the cost associated. Once this information was collected, BAE Systems chose to issue a tender document for the provision of photocopier services and support and invited several photocopier companies to submit responses including Konica Minolta.

The tender responses were assessed, with two suppliers selected, both with very close results. BAE Systems approached both suppliers and asked them to provide their final solution to BAE Systems with the brief to "think outside the square". Konica Minolta was chosen as the preferred supplier.

The thing that differentiated Konica Minolta from its competitors was their ability to "think outside the square," said Benita Varga, Procurement Manager – Facilities and Security, BAE Systems.

"Konica Minolta provided BAE Systems with a creative proposal, taking into account BAE Systems Australia's needs for the transition of the contract and into the future."

▶ **OUTCOME:**

Since winning the business, Konica Minolta and BAE Systems have worked closely together to look for ways to improve costs and productivity.

"Konica Minolta has solved our business issues by continually working with BAE Systems Australia to manage our photocopier fleet. This has been done through regular reviews and their ongoing commitment to the changing needs of our business," said Benita.

BAE Systems Australia is currently using Konica Minolta photocopiers and fax machines. Previous machines used by BAE Systems Australia include Xerox, Ricoh, Canon, Nashuatec and Sharp.

As part of an ongoing review process, BAE Systems Australia is looking to include a full migration of its business to multifunctional devices. The organisation is also considering a print audit system that will allow it to track the copies and prints from each machine and the associated costs with each product.

"We've been really impressed with the commitment Konica Minolta Adelaide has made to develop an effective long-term relationship with BAE Systems Australia," said Benita.

"They have worked closely with us not only to deliver our short-term needs but also to understand our future requirements and develop appropriate solutions. The flexibility Konica has shown clearly demonstrates their drive to put the customer first."
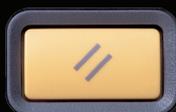

"We've been really impressed with the commitment Konica Minolta Adelaide has made to develop an effective long-term relationship with BAE Systems Australia," Benita Varga, Procurement Manager – Facilities and Security

Start. Stop. Reset.

bizhub
Change the way you do business.