

“So far, the cooperation with Xerox has been very good and we expect to continue in the same way in the future”

– Marius Schiopu, IT Manager  
Sorste Group



### Starting point

Sorste Group (Sorste) is one of the leading textile manufacturers in Romania. From the outset, the company had experienced rapid growth within the market that led to difficulties arising within its workflow management. Financial and human resources were allocated to maintain the diverse equipment fleet consisting of 16 devices from various vendors. A large number of the equipment were not network enabled which created further difficulty when trying to control the workflow. Daily interactions with various suppliers made it even more challenging for the company employees.

The company was looking for a Managed Print solution provider to take on the task and turned to Producton, Xerox partner in Romania and signed a Xerox® Partner Print Services (XPPS) contract with the provider.

In cooperation with Producton, analysis of the company's workflow was conducted and ways to introduce printing costs control while increasing the productivity were identified. A solution for monitoring the printing process in two Sorste locations was also found.

### Solution

In the first stage of the project, Producton conducted an audit at Sorste headquarters, giving the company an accurate report on its workflow – number of documents produced, IT network condition. In the second stage, Producton recommended to optimize the equipment fleet and to eliminate the inefficient equipment with high operating costs and introduce new productive equipment.

9 Xerox printing devices of 4 models were installed at Sorste:

- Monochrome multifunction printers Xerox® WorkCentre® 3325 and Xerox® WorkCentre® 5325
- Color multifunction printers Xerox® WorkCentre® 7220 and Xerox® WorkCentre® 7835 enabled with Xerox® ConnectKey® technology that provides enhanced productivity, security, cost control and mobile solutions

All devices came with wireless connection and Xerox® Device Agent, a remote services tool that streamlines automated device monitoring and provides improved high-level view of print fleet.

### Results

“The quality of Xerox® equipment is very good. Prompt and efficient response of the company specialists decreased considerably the downtime of equipment” – Marius Schiopu, IT Manager, Sorste Group.

With new Xerox technology on board, the quality of Sorste printed materials was improved significantly and productivity was increased. Sorste now benefits from advanced software tools for data security, control of documents, and lower costs of consumables. The company now has access to technical assistance and non-stop support from one supplier.

“Sorste wanted to increase its productivity, have total control over printing costs while decreasing them, to streamline workflows, lower power and consumables consumption, and now it enjoys all these benefits due to Xerox® Partner Print Services” – Florin Sudor, XPPS Manager, Xerox Romania. “As a result of the fleet management service implementation, Sorste has access to cutting-edge Xerox technologies, without major capital investment.”

“This is a two years contract, but we plan to expand our partnership, as we already see the first results and our customer satisfaction significantly increased.”

– Marius Schiopu, IT Manager  
Sorste Group



### About Sorste Group

Established in 1994, Sorste Group is one of the Romania’s leading textile manufacturers. The company owns a portfolio of famous brands, including Massimo Dutti, Luisa Spagnoli, Benetton, Zara, Kappahal. In 2012, Sorste received license to produce electricity from solar energy. In the same year, the company accessed European funds and became a training provider for more than 10 skills and qualified personnel for various fields such as textile industry, hospitality, trade, catering etc. Since May 2014, Sorste Group has become Ikea’s supplier.

### About Producton

Established in 1993, a Bucharest-based company Producton has always aimed to become a leader on the Romanian IT&C market. After 20 years of growth and continuous expansion, of customer portfolio, Producton Group is a leader on the consumables, printing equipment and hardware market in Romania, with a turnover of over 20 million euro. Producton has been a strategic Xerox partner since 2012.

### About Xerox

Xerox is a global business services, technology and document management company helping organizations transform the way they manage their business processes and information. Headquartered in Norwalk, Conn., we have more than 140,000 Xerox employees and do business in more than 180 countries. Together, we provide business process services, printing equipment, hardware and software technology for managing information – from data to documents. Learn more at [www.xerox.com](http://www.xerox.com).

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