

FUJIFILM Australia

Lenovo Case Study: FUJIFILM Australia
Country: Australia
Industry: Imaging, Information and Document Technologies



“It makes sense for us to work with a well respected brand that provides us with industry leading equipment. It means our customer’s experience is consistently a positive one.”

- Daniel Paul
Senior Category Manager,
Hardware, FUJIFILM
Australia

OBJECTIVE

FUJIFILM Australia aims to deliver the most advanced technologies available to ensure its imaging, information and document solutions exceed the increasingly sophisticated needs of its customers. As such, FUJIFILM requires its IT partner to provide best-of-breed technology to ensure it remains a leader in the worldwide digital revolution.

CUSTOMER PROFILE

FUJIFILM is a world leader in imaging, information and document technologies. With 75 years of experience, FUJIFILM has grown to be one of the best known and most instantly recognisable global brands. With a commitment to extensive research and development, FUJIFILM provides a leading-edge range of products and services.

CHALLENGES

FUJIFILM is renowned for its innovative technology and commitment to quality and choice. With over 6000 photo-printing kiosks across Australia, which act as the interaction point between the customer and the photo processing equipment, as well as 800 minilabs, FUJIFILM requires a hardware solution which has:

- High processing capacity
- Robustness and reliability
- Low total cost of ownership

WHY LENOVO

FUJIFILM’S ongoing partnership with Lenovo comes down to the quality and reliability of the PC products Lenovo provides. FUJIFILM’s photo processing kiosks, which use Lenovo small form factor desktop PCs, play an experience-driven, customer-facing role for the company. Lenovo’s reputation as an industry leader is critical to FUJIFILM, as it assures customers that the system they are using is of the highest quality and reliability.

BUSINESS BENEFITS

The quality of Lenovo’s products has allowed FUJIFILM to partner with one PC supplier for both its customer-facing photo processing systems as well as its back-office corporate PC solution. The ongoing reliability of Lenovo PCs has helped FUJIFILM reduce its total cost of ownership across its extensive minilab and kiosk network through reduced maintenance downtime. Lenovo’s PC reliability has also contributed to an increase in productivity at FUJIFILM Corporate.

SOLUTION AT A GLANCE

For over 10 years FUJIFILM has relied on the ‘Think’ brand to provide it with exceptionally engineered PC products which have enabled it be a leader in the digital imaging industry. Through the quality of Lenovo’s products FUJIFILM has been able to standardise its PC supplier for both its photo processing systems and its corporate PC requirements. The ongoing stability and reliability of Lenovo’s PCs has also helped to reduce FUJIFILM’s total cost of ownership through reduced maintenance downtime.

LENOVO HARDWARE

- ThinkCentre® M58 USFF
- ThinkCentre® M57
- ThinkStation® S10 and S20
- ThinkPad® T60, T61 and T500
- ThinkPad® X60, X61 and X200
- ThinkPad® W500 and W700

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We've been very happy with the performance, reliability and reputation of Lenovo products and will continue to use them into the future. ”

- Daniel Paul, Senior Category Manager, Hardware, FUJIFILM Australia

Leading the Industry Revolution

FUJIFILM Australia, the country's leading supplier of total digital imaging solutions, is one of 223 worldwide subsidiaries owned by FUJIFILM Corporation, the world's largest photographic and imaging company. As the first company to enter the networked digital imaging market, FUJIFILM Australia has been a key driver of the worldwide digital revolution which has transformed the way images are captured, processed, stored and shared.

In order to sustain its position at the head of the digital imaging industry, FUJIFILM requires the best facilities for the processing and development of its customers' photographs. With over 6,000 self-service photo processing kiosks and 800 minilabs in retail outlets across Australia, FUJIFILM's extensive network not only processes and prints its customers' photographs; it also represents a high percentage of its customer-facing interaction.

Picture Perfect with Lenovo

For over 10 years FUJIFILM has relied on the 'Think' brand to provide an industry leading PC solution, used across its customer-facing, self-service kiosks and photo processing minilabs, as well as the notebook and desktop PC requirements for FUJIFILM Corporate.

With such a large and geographically dispersed equipment base, hardware performance and reliability are a necessity to FUJIFILM. Daniel Paul, Senior Category Manager of Hardware for FUJIFILM Australia, said that Lenovo has lived up to its reputation as an industry leader.

"The strength of the Lenovo brand and its products is very important for FUJIFILM," said Paul. "Photographs are highly valued items and memories. At FUJIFILM we aim to provide our customers with the best possible facilities to handle and process their photographs and protect their memories."

FUJIFILM Australia is the market leader in an industry that last year processed approximately 58 million orders, totalling around 1.76 billion prints(i). With such high demand FUJIFILM's self-service kiosks and processing minilabs require a hardware solution that can deliver high processing capacity.

"What is essential for us is to keep ongoing costs to a minimum," said Paul. "Lenovo products consistently perform as we would want them to and require little, if any, maintenance."

A Long Term Commitment

In partnering with Lenovo, FUJIFILM has ensured that its customers have access to the latest technology to process and print their photographs. The quality, reliability and stability of Lenovo's products provide FUJIFILM with the reassurance that its customers receive consistent, positive interaction with its public facilities, as well as reduce the company's total cost of ownership through reduced maintenance requirements and downtime.

According to FUJIFILM's Daniel Paul the relationship between FUJIFILM and Lenovo is one that will continue into the future. "Both our customers and our business benefit from the quality and reliability of Lenovo's products. Our partnership with Lenovo is definitely one we will continue with."



To learn more, visit: www.lenovo.com.au

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