

## CASE STUDY

## We have been improving operating efficiency within a hair & beauty group for over 17 years.

The Urban Retreat Group is a pioneer in luxury hair and beauty. If multiple vendors provide the office equipment, simple tasks such as ordering toner or requesting a machine service requires multiple phone calls to a myriad of different providers. Since implementing our Managed Print Services Solution, we have reduced the pressure on the Urban Retreat Group's IT Department by 25%.

Created over 25 years ago by beauty industry expert George Hammer, Urban Retreat Group has developed a reputation as the ultimate destination for hair and beauty services. They are classed as the largest day salon in the world with over 26,000sq ft of space, positioned on the top floor of the world famous Harrods department store and servicing over 12,000 clients each month.

Since their inception they have endeavoured to provide the most innovative techniques, progressive therapies, excellent customer service and the world's finest brands to create a haven of luxury and convenience that can take care of your beauty regime from top to bottom.

**URBAN RETREAT GROUP.**  
Managed Print Services.  
Retail.  
[www.urbanretreat.co.uk](http://www.urbanretreat.co.uk)

### At A Glance

#### Challenges:

- > Variety of devices, supported by a range of different providers and suppliers.
- > Management of the fleet required substantial time from the IT team.
- > No formal documents strategy in place.

#### Benefits:

- > Reduced pressure on the IT department with a fully managed service.
- > Reduced expenditure on print infrastructure as a whole.
- > Rationalised print fleet.
- > Reduced number of service call outs.

“The positive and transparent working relationship with their quick reactions when needed, have retained Urban Retreat as a client for over 17 years.”

*IT Manager,  
Urban Retreat Limited.*

### THE CHALLENGE

If multiple vendors provide the office equipment, simple tasks such as ordering toner or requesting a machine service requires multiple phone calls to a myriad of different providers.

Over our tenure, Urban Retreat Group has had multiple sites across the UK and had a variety of desktop devices in play, supported by a range of different providers and suppliers. Managing this network required substantial time from the IT department.

There was no formal documents strategy in place, making it challenging for staff to maintain control over the fleet. In addition, when a device broke down the hair and beauty specialists just brought a brand new machine – a sizeable expense in terms of cost.

### THE MANAGED PRINT SERVICES SOLUTION

We assessed Urban Retreat Group’s print infrastructure and our audit revealed that the hair and beauty pioneers would benefit from our print devices, standardising their entire print fleet.



25%

In addition to implementing our devices, we advised the hair and beauty group to place their current fleet under management using our Managed Print Services Solution.

By doing so, we became the Urban Retreat Group's single point of contact for all of their printer servicing, maintenance, management and invoicing. We regularly review the performance of each device in the fleet and make further recommendations to improve the cost and functionality. This pragmatic approach has ensured that as the contract progresses, Urban Retreat Group's print infrastructure is continually optimised, costs and internal disruption are minimised but value is maximised.

#### **BENEFITS**

**Since implementing our Managed Print Services Solution, we have reduced the pressure on Urban Retreat Group's IT Department - improving operating efficiency by 25%.**

As part of our Managed Print Services Solution, we continually monitor each device in Urban Retreat Group's print fleet, with supplies delivered exactly when required without any input needed. This means the IT Department no longer wastes valuable time trying to support or fix devices and can be deployed instead on higher value tasks.

As each device in the fleet is now covered by a full maintenance agreement, they no longer have to buy a brand new device when a machine breaks down, reducing the brand's expenditure on their print infrastructure.



## ABOUT US

# We are a Managed Print and IT Services Provider.

At Ethos, we have a customer first approach. What differentiates successful organisations from the competition is their ability to deploy technology to solve identifiable business challenges and create new opportunities for efficiency and growth.

## That's where we come in.

We get to the heart of our customers' business objectives and our bespoke service allows us to create solutions that ensure you get the greatest possible value from the technology deployed.

With over twenty-five years' experience and 6,000 customers worldwide, we work with the industry leading providers to become part of your extended team - a single point of contact for your Managed Print & IT Services needs.

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