Zeetim

ZeePrint Case Study

How ZeePrint addressed virtual application printing challenges

Global leader in luxury goods

Printing issues with a Custom App

One of the most successful luxury goods companies in the world selected ZeeTim's solution **ZeePrint** to address **printing challenges faced with its remote business application** in retail outlets throughout the globe. This company, headquartered in France is a symbol of fashion and refinement and is one of the biggest companies in one of the world's leading international groups with a network of shops in every continent selling high end luxury products ranging from fragrances and cosmetics, to clothing, jewelry, and leather goods.

This customer uses Citrix XenApp to deliver business applications to all of their locations including offices and retail outlets. While Citrix provides an excellent experience in terms of accessing the applications and productivity, there were challenges around printing mainly due to the custom business application in use. The application had a specific naming scheme that had to be followed in order to call the correct printers. In addition to this, the customer had to print to specific printers from this application and often either the printers were not selected by default, the wrong printer was selected, or the name of the printer would change. This caused users a great deal of frustration, flooded the helpdesk with queries, and did not allow for smooth transactions at the retail outlets where customer expectations are very high. Being a retail company, any issue with printing is extremely costly.

ZeeTim was able to assist the customer in implementing **ZeePrint**, a **centrally managed printing solution** that could address the specific issues faced as well as hugely improve the user experience. After studying the situation, ZeePrint was implemented and was immediately able to sort out the naming convention, and printer selection issues. Through ZeePrint, **printer mapping rules** were put in place to ease user printer identification and selection. In addition to resolving the critical issues, the customer saw tremendous improvements in printing speed as ZeePrint inherently provides **print job compression**. **Managing the printer drivers** also became way simpler with ZeePrint's virtual printer driver technology.

Through ZeeTim, the customer was able to find a solution that aligns with its constant quest for high quality and prestige. By alleviating the virtual application printing issues, IT support was able to focus on more important improvement tasks and users were back to a smooth operation.