

# LODGE BROTHERS A FAMILY BUSINESS



**It is easy to forget the impact of technology on the sustained, controlled and organic commercial growth of many SMEs. We forget that there are still companies founded before Napoleon came to power which are thriving, large family-run enterprises that were making profits before the micro-chip and the use of silicon, but which have been focussing on their business and their customer experience – not on the rise, importance and benefits of good IT management.**

Since 1780 when it was founded by James Lodge in Feltham, seven generations of the Lodge family have run Lodge Brothers, which has provided funeral arrangements for thousands of families in the communities they are based. In the 1970s, the sixth generation of the Lodge family embarked on a series of strategic acquisitions and they now own and manage a total of 40 branches across the South of England.

Over the last few years, Chris Lodge had noticed that many of his branch employees were spending a disproportionate amount of time sorting out issues with their IT and office equipment.

At the heart of this growing

problem was that as Lodge Brothers grew through acquisition, the company had inherited a plethora of ageing, unreliable, and increasingly expensive devices that all had different supplier and maintenance contracts they were being forced to deal with.

Having conducted some initial research, the partners realised that they needed to review their IT and print management systems across the whole business and last summer they briefed an IT consultancy to conduct a thorough appraisal.

This led to UTAX Partner, Oxford Print Management (OPM), being appointed to conduct an audit of their print requirements. OPM's Tony Bacon surveyed each branch of the 40 branches, analysing their needs and current work-place practices.

## THE SOLUTION...

Firstly, he found the assortment of printers, scanners, faxes and copiers scattered around the branches were taking up valuable work space, supplies management had become a time consuming chore and there was a jumble of machines under assorted service contracts.

OPM then conducted a complimentary 'Total Cost of Ownership' survey, which applies a specialist technology

## AT A GLANCE

- Free Total Cost of Ownership survey conducted
- One single contract for all locations
- Improved management and information flow
- Upgraded fleet of UTAX Multifunctional devices
- Scan, copy & print functionalities as standard
- 2 colour multifunctional devices

to analyse the company's document output. The results helped OPM to produce a customised solution that would see the entire installation, training, workflow and consumable costs managed in such a way that Lodge Brothers would suffer little or no down-time, and would be guaranteed an accurate cost per copy.

This survey found that although their monthly usage was relatively low – around 100 pages a month at each branch – their 'TCO' had been increasing rapidly, mainly because many of their printers were out of contract with no service support

and were using expensive low capacity cartridges and drums.

OPM's solution was simple. They recommended that the scanners, printers and copiers in each branch were replaced with one user-friendly UTAX A4 colour 'Multi Functional Device' (MFD) which can scan, copy, print (double-sided in both

Chris said: "We are a very traditional business and we are, inevitably and understandably, very client focused. It's easy to forget how quickly technology moves these days – and I'm now convinced that all companies need to have a good IT review at least every three or four years. We were concerned that the new installation would cause

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colour or mono) and archive documents - all from one compact machine. With each device integrated into the new IT system, OPM suggested to Lodge Brothers that they used the 'managed print service' (MPS) software provided by UTAX so that their print output, service reminders and toner supplies would all be controlled centrally into one contract.

Lodge Brothers is delighted with the result. Chris Lodge can now monitor and optimise the print output of each branch; the machines are serviced when required and supplies are only ordered when needed. This has already saved the company both time and money.

disruption but thanks to OPM and UTAX there was surprisingly little. Our review has ticked so many boxes. It has resulted in improved management and information flow, and has also improved our office space and overheads; staff stress levels and our carbon footprint!"



## About UTAX

Established in 1989, the UTAX brand of digital office products is synonymous with quality and reliability, and with a hard-to-match product range, UTAX and our Partners provide solutions for all office output – encompassing digital copying, printing, fax and scanning equipment as well as cutting edge software solutions. Our dedication to service and support, together with our technical know-how achieve a standard in the industry that is hard to beat.

**UTAX: THE UK NETWORK OF PRINT SOLUTIONS EXPERTS**

IF IT WORX, IT'S



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