



Aura™

HARVEY NICHOLS

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ENHANCING PRINT EFFICIENCY

Already on the path to improve operational efficiency, global fashion leader Harvey Nichols approached Aura to achieve its paper-lite vision.



Reduced the total
number of printers
by 13%

↓ **20%**

Reduced overall
print spend by 20%



Regular account reviews to
identify further efficiency
saving opportunities



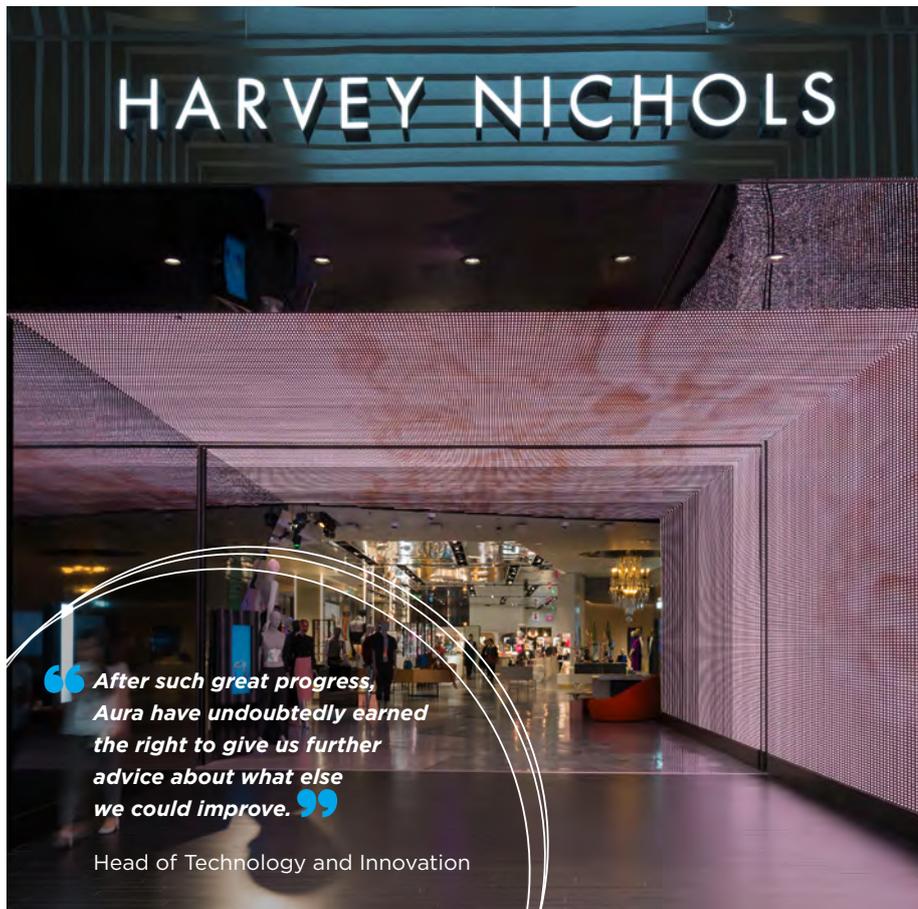
BUSINESS CHALLENGE

Recognised as the UK's premier luxury fashion retailer, Harvey Nichols is internationally renowned for sourcing the most desirable and cutting-edge brands. Seen as 'the place to be', the flagship Knightsbridge store is synonymous with innovation and experience, an ethos that drives every aspect of the business.

In 2017, Harvey Nichols initiated a procurement drive to identify ways to further improve efficiency by reducing waste and streamlining processes. Print was a key category, as despite having

made progress towards becoming a paper-lite company, the retailer believed more could be achieved.

Lee Smith, Head of Technology and Innovation at Harvey Nichols, explains: "We already had a managed print solution in place, but were looking to push the cost savings and technology innovation further than ever before. The tender process helped us see what else might be possible, opening our eyes to how much more could be achieved with the right partner."



“After such great progress, Aura have undoubtedly earned the right to give us further advice about what else we could improve.”

Head of Technology and Innovation

AURA SOLUTION

As part of a comprehensive print assessment, Aura demonstrated scope for further improvements to Harvey Nichols' print strategy across 12 locations. Using cutting-edge monitoring software and a predictive support model, Aura were able to reduce the print fleet in the main store by 13%, while also delivering a sustainable overall budgetary saving of 20%.

Ensuring that the changes made would enhance efficiency, Aura's discovery phase was continued through a dedicated customer support manager. In this way the success of the project was established from both a commercial and employee perspective, with a built-in process to ensure Harvey Nichols continues to benefit from the latest developments in technology.

Data protection was another important factor, especially for such a public-facing retail organisation. Within the savings delivered, Aura upgraded and networked the print fleet, ensuring greater cyber security.

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