



# How Karlson helped Europe's largest entertainments company

Currently operating 127 attractions, 19 hotels, and 7 holiday villages, across 24 countries, Merlin Entertainments is the largest entertainments company operating within Europe. Thorpe Park, Legoland, Alton Towers and Chessington are just a few of the well-loved and well-known family entertainment sites which are part of the UK Merlin estate.

In 2013 the Merlin business was at the beginning of an IT transformation project, the ambition of which was to standardise their IT processes and investments across both the UK and Europe. Through industry reputation, Karlson was invited to a competitive tender process and was unanimously selected by an expert panel as Merlin Entertainments' managed print and document process partner of choice.

In a world where paperless workplaces remain impractical, we help businesses achieve bespoke paper-lite realities. While many organisations are overrun with waste, out of date technology and outmoded mindsets, we are champions of change. **Because when a business prints less, it can do more.**



## see more

Lloyd Smith, IT Service Delivery Manager EMEA at Merlin Entertainments comments,

**“We wanted to work with experts that could take us on a journey towards a fully managed and strategic print estate. Their bespoke, detailed strategy and in-depth projection of potential savings, all of which they could demonstrate having achieved with other customers, was what made them stand out as the right partner. The international ability was also a crucial consideration”**

Following an in-depth audit across all UK sites and attractions in September 2013, Karlson UK designed a bespoke managed service designed to bring the business greater visibility of their print costs, ambitious to help Merlin reduce these and fund other elements of the IT transformation work happening at the same time. Within a year the rollout of the new devices and management system was complete Nationwide, in line with commercial restriction of previous negative contracts.

## share more

The intent from the start was to create greater visibility of print and documentation across the business. Leveraging Karlson's industry-leading online dashboards, Merlin is now able to review data and make key decisions that improve business productivity. The medium to long-term target is to consider how documents can be shared electronically, eliminating the use of paper further, and improving efficiencies across the business.

## save more

The solution was a catalyst for UK standardisation and a platform for global alignment. Karlson's solution has helped Merlin Entertainments enable:

- A 30% reduction on devices Nationwide.
- An initial saving of 20% on previous print costs.
- A refresh of hardware ensuring greater print quality and waste control.
- Changing how employees thought about printing
- Creating a model for world-wide standardization
- Further savings forecast through wider automation adoption and cost containment as the business grows
- One international standard print/document model around the world

## secure more

Katie Horne, account manager at Karlson UK, adds,

**“We're 4 years into our 10-year relationship with Merlin and we've been working to achieve our original goals while also introducing the next steps. For example, following a successful proof of concept, we have introduced secure, follow-me-print software and processes through the Merlin print estate, which will further reduce costs by another 20%. Our success to date means that Merlin will replicate this, not only across all of Europe but also at their sites across the rest of the world, covering EMEA, Asia, North America.”**