



Case Study: Quest Apartment Hotels

Brother supplies consistent commercial printing fleet to hospitality giant

The customer

Quest Apartment Hotels has over 150 properties in Australia, New Zealand and Fiji, with the opening of their first property in the UK occurring in mid-2019. They are primarily located in destinations suited towards the corporate business traveller, including central business districts, suburban and regional areas with close proximity to head offices, business centres, hospitals and key travel destinations. Quest Apartment Hotels provide a variety of accommodation types including Studios, 1 Bedroom, 2 Bedroom and 3 Bedroom apartments. The company comprises 1000+ staff accessing printers between the Head Office in Melbourne and Quest properties; with at least three printers at each property. For more information, visit www.questapartments.com.au.

The challenge

A new phone system was deployed around Quest Apartment Hotels - the Fax function on their fleet of devices (of another brand) was not compatible with the system. Fax is still an integral part of their workflow and the incompatible devices had an immediate business impact. The replacement devices required this compatibility and needed to be easy to use for their 1000+ staff with varied levels of technical skills. The devices also needed to meet Quests cost requirements and reliability standards to reduce the risk of issues during peak periods.

The solution

Blue Connections, Quest's preferred supplier for six years and a Brother Authorised Reseller, introduced Brother into the mix to present a Brother solution to the Fax compatibility requirement which was fundamental to this project. After further assessing their usage requirements; including type, volume, and media size of printing, document scanning requirements, and national support needs, Blue Connections recommended the use of long-lifecycle models for a consistent fleet across all properties.

Each new Quest Apartment Hotels property that is commissioned features a new IT configuration that includes; a Brother Professional Monochrome Laser Multi-Function Centre (MFC-L6700DW) which manages the general office reporting and copying located at the back desk in reception; a Brother Professional Monochrome Laser Printer (HL-6200DW) at the reception desk which handles customer stay documents and invoicing; and a Brother Professional Colour Laser Printer (HL-L9310CDW) which is located in the back office and handles the printing requirements for reporting, flyers and marketing collateral for distribution throughout the property. All devices are supplied with both Three Year Onsite Warranties and high-yield toners to reduce the Total Cost of Ownership (TCO) of the solution.



The products:

PRODUCT	MODEL NAME
PROFESSIONAL MONOCHROME LASER MULTI-FUNCTION CENTRE	MFC-L6700DW
PROFESSIONAL MONOCHROME LASER PRINTER	HL-L6200DW
PROFESSIONAL COLOUR LASER PRINTER	HL-L9310CDW



The benefit

Quest Apartment Hotels recognised that the Brother range of print and imaging devices suit their properties in terms of their functionality, cost of ownership, reliability and form factor. They also noticed that the commercial grade printers (rated with higher monthly duty cycles) have reduced their servicing needs. They now have a consistent, easy to use and reliable printer fleet across all properties with dependable access to consumables, onsite warranty support, and high capacity toners - all of which reduce the risk of printing issues during peak periods, such as check-in and check-out of guests. By using a Brother solution, Quest staff can also rely on Brother's local product support team, which is free for the life of the products, should they need any additional assistance.

“The decision to utilise Brother printers in our properties has justified itself not only for the resolution of our initial fax problem, but also as a cost-effective printing solution. Brother also has a nationwide support network which is critical to our properties.”

- Stewart Hayward – IT Manager, Quest Apartment Hotels

Quest Apartment Hotels have now refreshed their printers at many existing properties, and fitted commercial grade devices at all new properties for the last six years. They also have access to workflow-based e-document management in the future, which extends beyond basic Scan-to-Email or Scan-to-Server functionality should they wish to use it.

Contact us

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APARTMENT HOTELS