

# SAMSUNG

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# Self-service Customer Copiers for the Digital and Mobile Age

For the second time in a row, Postbank AG is equipping all branches with self-service copy stations from Samsung Electronics



Postbank AG is equipping 1,000 branches with the new, multifunctional self-service copying systems from Samsung. This will not only improve services offered to customers, but also meet changing customer demands in the increasingly more digitalized era. It's the first time that the provided functions go beyond regular printing functions: customers can now print documents directly from their smartphones and tablets, or even save scanned documents on the printer itself via NFC or WiFi Direct. Security is guaranteed at each stage of data processing, since there isn't an internet network connection at anytime. Also, the Android-based equipment will especially be easy to handle for those customers already familiar with smart phone devices.

## Customer Demands

- Self-service customer systems for copying, printing and scanning
- No internet network connection
- High-quality products for durable and heavy use

## Solutions

- Multifunctional copying systems as standalone solutions
- Professional management solution
- Enabled Android-based operating system through larger touchscreens

## Benefits

- Expanded service offered to Postbank customers
- Security across all phases of customer use
- Reduced costs and improved processes

# POSTBANK AG WILL BE ABLE TO EXPAND THE SERVICES OFFERED TO ITS CUSTOMERS AT 1,000 BRANCHES WITH SAMSUNG'S SELF-SERVICE COPYING, PRINTING AND SCANNING SOLUTION.

Postbank AG is not only one of the major financial services providers, but also the largest retail bank in Germany by far. It has roughly 14 million customers, 15,000 employees and a total assets worth EUR 151 billion. Its service offerings range from payment transactions to deposit and lending businesses, to bonds, investment funds, insurance and building loan contracts. It has the densest branch network of any bank in Germany. Postbank Filialvertrieb AG, the biggest subsidiary of Postbank AG, has set up 1,100 financial centers where approximately 10,000 employees currently offer the same banking and financial services as Postbank AG, among many other services.

## Self-service Copiers Become More Convenient for Customers

Self-service is playing an increasingly important role in providing approximately one million customers the various services offered by Postbank AG daily. "Of course, this includes services offered to our customers wishing to make copies. In 2015, nearly ten million copies were made at our

*"The project was a complete success. With the new overall solution, we will save up to 15 percent of our costs – an impressive amount when approximately 10 million copies are made!"*

Markus Woll, specialist at Postbank Filialvertrieb AG

branches," explained Markus Woll, a specialist at Postbank Filialvertrieb AG. He also added: "Simply making paper copies of paper documents is no longer a workable solution in a mobilized, digitalized society." Nowadays, smartphones or tablets are where all types of documents are stored. They also often need to be printed directly from the device while customers are out and about. Conversely, documents often need to be digitized immediately. Postbank AG was looking for a reliable, cost-efficient and secure solution. It wanted to offer its customers a full range of

printing, copying and scanning services. "And that is precisely what we've gotten from Samsung, with its high-performance, multifunctional ProXpress M4583FX copying systems," said Markus Woll. Postbank branches has been providing customers with self-service copying services on Samsung systems since 2008. "With Samsung, we have already found a perfect partner to expand our service offerings during the first installation. We were completely satisfied with the quality and performance of the hardware over the entire period," Markus Woll continued. "But then we needed to bring our copy machines up to date and expand the service to include mobile devices, so a new national public tender was issued. The important thing was to enable printing on mobile devices via NFC and WiFi Direct, and at the same time come up with a solution that would be able to manage tasks, improve sustainability and meet high security requirements."

## Postbank AG Chooses Samsung Again

"After we examined all the possible contenders, we concluded that Samsung's ProXpress M4583X combined with the Genius Bytes management solution to manage the technology proved to be the best package. It was cost-efficient, and provided opportunities for other potential applications and future extensions," Markus Woll said. The hardware offers Postbank AG the best conditions for presenting customers with comprehensive and advanced services in copying, printing and scanning: Big jobs can be completed very quickly, at print speeds of up to 45 pages/minute with the duplex printing and copying. A fast dual scanner makes it possible to scan up to 60 double-sided pages/minute. The NFC Pro Kit makes it possible to establish a secure wireless connection directly to most customers' smartphones and tablets running Android, iOS and Windows Mobile platforms. Postbank AG guarantees security in all phases of data transferring by restricting network and



The ProXpress M4583FX not only is easy to use via its Android platform, but also can print up to 45 pages and scan up to 30 double-sided originals a minute.



Self-explanatory menus with large icons guide the customer through all phases of their print, copy or scan order.



USB connections and only allowing the customers to connect their mobile devices via NFC or WiFi Direct. The management solution from Genius Bytes has been directly implemented on to the 320GB hard-drive, open platform XOA (eXtensible Open Architecture) developed by Samsung. This also means that the whole system can operate without a server or limitations to the system functions. "The M4583FX is an excellent value for money," explained Markus Woll. "The 10.1 inch (25.7 cm) color touchscreen, Android-based operating system was one of the key reasons why we chose Samsung. Customers will already be familiar with the interface, as it is similar to that of their own devices, and hence will be able to carry out almost all steps necessary without having to consult our employees. It is extremely important for us that the devices and the operating panel especially are stable and high-quality, given our large volume of customers. Another plus for choosing Samsung systems is the "Blue Angel" environmental label, which certifies the systems' low energy consumption, low emissions and high recyclability."

### Tailored Management Solution

The Genius Bytes management solution provides easy operation methods via options menus while ensuring the high security requirements demanded by Postbank AG. There is a start menu with different options for each task: printing, copying and scanning. With thorough guidance at every step of the way, customers can get help when they are not sure about what to do next. For over 14 years, Genius Bytes not only is one of Samsung's hand-picked partners in development, but also has been recognized as a specialist in the field of developing integrated solutions for multifunctional systems.

"With the M4583FX multifunctional copying system and the professional solution from Genius Bytes, we've gotten exactly what we needed for our self-service stations at the best price."

Markus Woll, specialist at Postbank Filialvertrieb AG

all participants, so everything ran smoothly," Markus Woll was pleased to say, and continued: "Communication with Samsung's specialists was excellent. All adjustments or modifications needed were made as soon as possible and in line with our requests." Sabrina Koch, Managing Director of M+K IT Services, retail and service partner for this project, agreed: "We have enjoyed many years of extremely positive experience working together with Samsung and it applied to this project as well. During the extended test phase at 70 branches, there were lively exchanges of information leading on many occasions to further improvements and adaptations."

"This project is another shining example of our positive experience with Samsung, which we have enjoyed over the many years."

Sabrina Koch, Managing Director of M+K IT Services:

On the subject of security and possibilities for expansion, Markus Woll added: "With this all-encompassing solution, we can be sure that there are no threats to our security since customers never connect to our network. Nonetheless, they can work almost as they would in their own offices and, for example, check or edit documents again before printing them out."

### Nationwide Service from a Single Source

A certified Samsung partner called M+K IT Services is handling the project installation and nationwide service for Postbank AG. The company has even set up a dedicated Postbank AG hotline. If problems arise, the company's on-site technicians will respond on the same day, carrying a range of replacement systems and spare parts. M+K IT Services was founded in 1986 as a consulting and distribution company specializing in print services for business customers. With headquarters in Wachtberg near Bonn and 45 other service points, it provides access to around 150 service specialists. Thus, the company can provide support to Samsung's printing and copying systems throughout Germany and give out extremely fast responses in just a few hours if necessary.

### Conclusion

"The project for the new integrated solution in Postbank branches was a total success," Markus Woll says. "With Samsung systems, we have the highest quality hardware, which runs perfectly in our branches and works optimally with the Genius Bytes management solution. The transition from the old systems to the new was also glitch-free. M+K supplied fully configured, ready-to-go systems to the branches, meaning that the switchover including functional testing and training were all over in around half an hour. Then there is the outstanding functional scope of the devices, which gives us plenty of opportunities for future expansion. There are already some tests running for other areas of application. Samsung has created an interface in which all interactions among all the parties involved works smoothly." The procedural improvements, simplified operations, and reduced support costs for customers in particular mean another big advantage for Postbank AG. Markus Woll explains, "We anticipate that the new systems and improvements to our internal processes will lower overall costs by about 15 percent as compared to the previous solution."