

REFERENCE

► About Oriental Brewery

Oriental Brewery has been a leading brewer in the Korean liquor market for the last 70 years, and is a part of In-Bev, the world-biggest brewer. They provide various beer experiences to the Korean consumers through our strong brand portfolio that includes OB, Cass, Cafri, Budweiser and etc.

► About ThinPrint

ThinPrint specializes in mobile enterprise solutions and printing in distributed networks. The solutions of the software manufacturer, based in Germany and with offices in USA and Australia, are successfully deployed by businesses of all sizes and in all sectors around the globe. More than 500 renowned distributors and resellers in more than 80 countries market the products of ThinPrint GmbH. Thanks to strategic partnerships, the client components of the patent pending .print technology are integrated in a multitude of terminals, print boxes, PDAs, and mobile telephones from leading hardware manufacturers. Significant value is enjoyed by strategic partnerships with BlackBerry (RIM), Bluetooth SIG, Citrix Systems, Inc., Fujitsu Siemens Computers, Lexmark International, Inc., Microsoft, Nokia, Orange, Palm, Inc., Sun Microsystems Inc., Symbian Ltd., VM Ware, and XPS Software GmbH

Improving user productivity with ThinPrint solution

The Challenge:

Although the OB (Oriental Brewery)'s Citrix systems provided excellent solution, printing speed was a major problem. About 380 staffs access to critical applications such as SAP BW, ERP and CRM via the Citrix environment with 2 print servers, 7 Citrix Servers and thin clients. In order to print reports fast and reliable, the company struggled against slow printing.

The intensive test and the optimal solution:

OB began to search for a solution that is easy to use, fast and reliable through the Internet, reference sites and the other various routes. After evaluating several solutions, they decided to test the ThinPrint product once more. So, the company IT Team's highly trained staffs intensively tested the ThinPrint Application Server Engine and Server Engine for 2 weeks. They were convinced that the ThinPrint printing solutions delivered exactly what the company needed.

The Benefits:

"ThinPrint product has not only enabled our remote offices to expedite the printing job with VPN connections, but has also solved printer driver issues. The compression and bandwidth control feature dramatically speed up printing." said CM Kim, System and Network Manager of the company.

"Another important issue, complex management of diverse printer drivers was relieved by the DRIVER FREE PRINTING capability. So, we do not need to worry about printing speed as well as printer driver's conflict." commented the Manager Kim of the company.

"As a result, user productivity has improved significantly and reduced help desk calls caused by printing problem", Manager Kim continued. "I would not hesitate to recommend the ThinPrint products to any company searching for a fast and reliable printing solution."

Facts	
Customer:	Oriental Brewery, Seoul, Korea
Project charge:	Oriental Brewery IT Team
Server:	Application Server Engine * 7 and Server Engine * 2
Client:	HP t5720, local print server
Users:	380
Remote offices:	30
Web	www.ob.co.kr



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