

**GENESYS Distributie Ro**

GENESYS DISTRIBUTION is one of the main suppliers of IT&C products and solutions on the Romanian market, providing professional support for its partners and customers. The mission is to fully meet the customers' requirements, by promptly supplying quality products and services at competitive prices.

The major guiding lines of the strategy are targeting the permanent improvement of customers satisfaction through:

- quality certification
- intelligent understanding of the market, its growth triggers and trends
- perfect understanding of customers needs and behaviour
- performance and quality at all levels: customers support, logistics, services & technical support, ISO 9000 quality management certification

GENESYS DISTRIBUTION is currently working with a network of over 800 resellers and systems integrators, covering all country regions, out of which 400 resellers are authorised partners.

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**Credit Union invests in optimized print management****ProCredit Bank Romania optimizes business critical print processes in its Microsoft Terminal Services environment with ThinPrint .print**

ProCredit Bank is a development-oriented, full-service bank with the mission of offering excellent customer service and a wide range of banking products. In its credit operations, ProCredit Bank focuses on lending to very small, small, and medium-sized enterprises, as it is convinced that these businesses create the largest number of jobs and make a vital contribution to the economies in which they operate. As a full-service bank with a network sized at 30 branches at the end of March 2007, ProCredit Bank offers its clients – individuals as well as legal entities – various deposit options with attractive conditions. In Romania, ProCredit Bank was founded in 2002 and is owned by ProCredit Holding AG EBRD, Commerzbank AG, Deutsche Investitions- und Entwicklungsgesellschaft, the International Finance Corporation, and Internationale Projekt Consult GmbH. This unique shareholder structure ensures stable and prudent management and the dynamic evolution of ProCredit Bank on the Romanian market. ProCredit Bank Romania belongs to ProCredit Group, which operates in 19 countries.

**Remote printing – efficiency bottleneck**

To simplify access to applications and thus the entire IT administration in the company, in mid-2003 it was decided to migrate to a centralized architecture with Microsoft Terminal Services. Everything went well and all that remained were some issues regarding the management of printing. When printing does not function, it affects the effectiveness of the core ProCredit Bank banking environment. The heavy load that sending print jobs places on bandwidth does not allow the efficient use of business critical applications. System instability due to printer driver conflicts and the higher administrative overhead of managing diverse printers and their drivers is an added problem. This was exactly the case in ProCredit Bank Romania. However, printing is one of the bank's critical business processes for customer service and support. It did not take long before ThinPrint received the request to come up with a solution. Because ThinPrint had just started its business in Romania, the company was happy to convince the distributor Genesys Distributie RO S.R.L. to become the first .print distributor in this interesting country. Thanks to the expertise of Genesys, the introduction of ThinPrint .print at ProCredit Bank became a complete success.





### About ThinPrint

ThinPrint is the specialist for mobile enterprise solutions and for printing in distributed network environments. Solutions from 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 world. More than 500 renowned distributors and resellers in over 80 countries market the products of ThinPrint. 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), Citrix Systems, Fujitsu Siemens Computers, Lexmark International, Microsoft, Nokia, Orange, Palm, Inc., Sun Microsystems Inc., Symbian Ltd., VMware, and XPS Software GmbH.

### System independence was an important criterion

ThinPrint's ".print" optimizes printing in all work environments. Also critical to the decision for choosing .print was its system independence; the solution can be integrated into any ProCredit Bank IT environment, whether Microsoft Terminal Services or Citrix. ProCredit Bank's terminal server farm of 3 servers provides access to all business applications in the company. In just one day, the servers were installed with the .print Application Server Engine and ThinPrint Output Gateway.

### Massive savings in network capacity

Thanks to the Advanced Adaptive Compression in .print, print data at ProCredit Bank Romania is down to only 3% of its original volume. That saves the company massively on network capacities. Even so, print data is sent across an independent connection using the TCP protocol; print jobs therefore have no negative influence on the work in terminal sessions. The native printer drivers could be eliminated from the terminal and dedicated print servers. 900 employees in 33 nationally distributed branch offices print today with .print support to roughly 200 printers. All print jobs are processed by the users from their various applications – using DRIVER FREE PRINTING with the ThinPrint Output Gateway. Today, ProCredit Bank Romania has a reliable and failsafe print solution that positively contributes to the effective utilization of the entire system. "The concept of DRIVER FREE PRINTING simply convinced us," explains Andrei Georgescu, Head of Networking and Infrastructure Unit IT at ProCredit Bank Romania. "Server crashes from incompatible printer drivers on terminal servers are now history; the considerable processor load of print processing has been removed from the terminal servers. The IT administrators at ProCredit Bank can therefore now concentrate on more important tasks."

Facts	
Customer	ProCredit Bank
Sector	Credit union
Responsible for project	GENESYS DISTRIBUTIE RO S. R. L.
Project	Prevention of printer driver conflicts and reduction of administrative overhead using ThinPrint's DRIVER FREE PRINTING; saving bandwidth and avoiding bottlenecks; removal of the processor load caused by print processing
Number of branch offices	30
Project timeframe:	4–6 months
Servers:	3 .print Application Server Engines

