



## Case Study: Cott Corporation

International beverage supply and distribution company saves money and facilitates expansion with PrinterLogic.

### Challenges

- The organization found it difficult to administer its existing print environment and assimilate new ones.
- Typical costs of procurement, management, maintenance and support in a traditional print environment were excessive.
- With further expansion on the horizon, Cott wanted a stable, versatile, future-proof printing platform.

### Results

- Cott enjoys centralized, streamlined printer and driver management in a globally distributed print environment.
- Print servers were completely eliminated company-wide, and the number of printer-related support calls dropped.
- PrinterLogic has enabled a paradigm shift in printing that continues to amaze admins, end users, executives and guests.

For most of its hundred-year history, [Cott Corporation](#) was primarily a carbonated soft drink manufacturer, but in recent years the international company has been busy expanding into related fields. Since the start of the 21st century, Cott has been actively diversifying its core business and widening its focus to include water, coffee, tea and filtration services.

In the last five years alone, Cott has acquired five major beverage-related companies in America, Canada, Europe and the UK. Today the company's platform serves more than two million customers or delivery points in residences, businesses, restaurant chains, hotels and motels, retailers of all sizes, and healthcare facilities across North America and Europe.

This rapid growth has continually tested the robustness of the company's print environment, which now comprises close to 60 geographically distributed locations.

When Cott was using a print-server based infrastructure, for example, integrating newly acquired companies into the fold presented "a lot of challenges," says Reggie Campbell, a network administrator for Cott Corporation. There was a lack of basic visibility into the new environment, and that severely hampered the onboarding process.

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**“Our support team received a lot of printer-related calls before. And if the server was down, that's it, you couldn't print because that's how the traditional print server worked. With PrinterLogic and direct IP, it doesn't matter anymore. From a support standpoint, the helpdesk is getting fewer calls. It definitely changed our culture big time.”**

In fact, with print servers even routine management was “cumbersome,” he says. “We're a diverse business, which means there are so many different applications with SAP and several financial apps. All these applications have different printing requirements and settings, and so managing them everywhere was very difficult.”

Around 2014, in an attempt to improve the merger process and simplify print management in general, Campbell and his team worked on a homespun direct-IP printing environment using scripts, a web-based portal and Active Directory integration. But creating that system was much more intricate and labor-intensive than they anticipated. They began to look for alternative solutions.

“All of a sudden, we discovered [PrinterLogic](#), and it was heaven sent,”

says Campbell. “It was tough to wrap our minds around the fact that there was actually a solution that did everything we wanted, everything we were trying to do. And then once we did the trial and we saw how simple it was to implement, we were shocked.”

### Challenge #1—Streamlining Printer and Driver Management

Like many organizations that try to marry a distributed print environment with a conventional print server architecture, Cott's IT team ran

into issues of oversight and control on a regular basis, making print management “a full-time job.”

“Having multiple print servers was challenging because, well, let’s say you put a new printer model inside the environment. Now you have to make sure that the drivers are updated or it’s compatible [with existing drivers]. But when we had a period of acquiring different companies, the problems became even more noticeable. There were certain things that we didn’t have access to yet. We might not be able to get onto a server in order to change a print driver. It was just really painful to manage it all,” says Campbell.

### Solution

On the administrative side, PrinterLogic’s transformative ease of use was apparent from the very start.

“When I implemented PrinterLogic, it pulled printer objects from the server like it should, cleaned them up very easily, and the renaming scheme was great. Setting up the tree structure for all our different locations company-wide was great too. And, of course, we were able to abandon our traditional, server-based printing solution.”

Campbell says that he and his team can now go “weeks or even longer” without dealing with print management.

“Cott is such a large company that I could definitely spend more time on maintenance, but the difference is that I had to do it before. I couldn’t go a day without spending hours on print management: This driver needs to be updated, this printer needs to be changed, this server needs to be restarted. Now I can literally go weeks without even having to look at the PrinterLogic application. From a support standpoint, it’s fantastic.”

### Challenge #2—Saving Money Through Reduced Infrastructure and Administration

With a local print server deployed at each site, Cott was paying ongoing costs of procurement, licensing, operation, maintenance, upgrading and—when mergers took place—assimilation across its entire organization.

Those costs were also coupled with two less obvious ones: supporting end users and the lack of print availability. Every service desk call and every period of downtime had a negative impact on end users’ productivity, and that in turn had bottom-line impacts.”

### Solution

“PrinterLogic took away those huge cost implications,” Campbell says. “Once we implemented it, we didn’t need our server-based infrastructure anymore. Upper management was elated.”

While eliminating print servers and slashing the amount of time administrators spent on print management, PrinterLogic also increased print availability through proven direct IP printing and empowered end users with its self-service installation portal.

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### Challenge #3—Creating a Platform for Current and Future Growth

Cott didn’t want a print management solution that would merely address its current printing challenges. It wanted a print management solution that would serve as a robust, cost-effective platform for seamless future growth too—one that would expand and adapt in parallel with the company’s evolution over the long term.

### Solution

Campbell credits PrinterLogic with creating a “new print management paradigm” that has provided Cott with exactly the platform it was looking for.

“You come from a history of the print server. That’s what it’s been forever. And to go from this methodology that you’ve known for so many years to this new paradigm where it’s just click and you’re done was very impressive. PrinterLogic truly pioneers a new

philosophy and a new technology. It’s revolutionary.”

As revolutionary as PrinterLogic’s next-generation solution is, he says the “wow factor” of its accessibility and feature set continues to win over Cott’s admins, end users, upper-level management and even guest users.

“We have a lot of international sales people, and they come in every so often: ‘Hey, I need to print. What’s the name of the server?’ And we say, ‘No, just go to this website and click on the printer you want.’ Even now, they stop for a minute and say, ‘What?’ ‘Yep, anywhere in the entire company, that’s all it takes.’ Two weeks ago, we had an audit company come in, and they said, ‘Wow, this is amazing.’”

### Conclusion and Savings Summary

“There is no question about PrinterLogic saving us hours and time and hardware,” says Campbell. “It was a good return on investment.”

He estimates that startups and new SMBs would see instant ROI with PrinterLogic by saving themselves the cost and hassle of a print server, whereas enterprise-scale organizations with existing infrastructure, such as his own, benefit from the elimination of that resource-intensive infrastructure and the future-proof printing platform PrinterLogic provides.

“PrinterLogic is for anybody who wants to go from a traditional server-based print solution to a unified, multisite, multi-state solution,” he says. “It works in every environment. It’s definitely proven to be more than we expected. I would shout from the mountaintops to tell people how great this solution is.”

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