



## About Audi

Audi applies new standards and is recognised on the market for using state-of-the-art technology. AUDI Zentrum Osnabrück trades new and used cars, sells spare parts and repairs AUDI® AG cars. It is a subsidiary company of H. Starke & Son GmbH & Co. KG. Apart from AUDI, there are four other car-sellers in the company's group: Porsche® Zentrum Osnabrück, Auto Prima Osnabrück (SEAT® and Hyundai®), Autohaus Starke GmbH & Co. KG Lotte (Volkswagen and Audi® -Service, SEAT® -Service) and Autohaus Klöker Vechta (Volkswagen® and AUDI® -Service and Hyundai®). AUDI is in charge of the selection, the decision and the use of the software. In total, there are 55 employees in the different areas: new cars, used cars, service and part employment. The management is split in four different departments: Business administration, Sales, Services, Finances and Controlling. The finances and computing departments have been transferred to the head office H. Starke & Son GmbH & Co. KG.



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**"PlanetPress Suite helped us save approximately 20% on our running printing costs!"**

## Audi Zentrum Osnabrück & PlanetPress Suite

Audi has been using software modules of PlanetPress Suite since October 2004. "We were looking for a printing management system for our car selling group. Then we got to know PlanetPress Suite solution", says Mr Heinen, AUDI Zentrum head of sales. PlanetPress Suite was referred to them through one of their computer specialist who had heard of the solution. "We decided to use the software because PlanetPress Suite offers many benefits. PlanetPress Suite offers a lot of flexibility and the opportunity to control the programming by ourselves. In addition we can save about 20% of our running printing costs!"

## Implementation

Mr Heinen is really happy with the choice of the software. "With the implementation of PlanetPress Suite and a new ERP-system this year, we have often asked for technical support and I am totally satisfied with the service we received from Objectif Lune during the implementation of the PlanetPress Suite!" The implementation phase was pretty short. The preparation took about two weeks and the real implementation took only one day.

## Problems & Solutions

Just like a lot of other companies AUDI Zentrum had common problems in relation to matrix printers and forms management. "The output and the quality were not acceptable anymore. In addition, we got more and more troubles with making quick changes in a form data, the printing routing in more than one company and the electronic archival storage, which we did not have at that time. "By using PlanetPress Suite, AUDI Zentrum was able to resolve these problems. Above all, routing became a lot easier" explained Mr Heinen.

Overall, the solution lived up to AUDI Zentrum expectations. Mr Heinen adds: "Today we use the software in six different companies of the group and it works perfectly!"

## AUDI Zentrum Osnabrück Requirements:

Migration from matrix printers with template to Colour-Laser-Printers with electronic archive.

## Objectif Lune Proposal

Cut costs, more flexibility, ease of use.

### PLANETPRESS SUITE

#### The Audi PlanetPress Suite Solution:



**PLANETPRESS DESIGN** Flexible, Powerful, Transactional & Personalized Document Creation.



**PLANETPRESS IMAGING** Electronic Image Generation for Archive, Email & Fax.



**PLANETPRESS WATCH** Automated Document Output & Distribution Management.

for more information, visit  
[www.objectiflune.com](http://www.objectiflune.com)