

ThinPrint®

ThinPrint  
.print®

REFERENCE

**About S. O. S.****Systemy Ogólnej Satysfakcji**

S. O. S. has years of experience as system integrator for marketing agencies, graphic studios, offices, and Civil Service. The company bases its success on knowledge of the most varied IT environments (OS Windows, Linux, MacOS), in specialized applications, and is up to date on the latest IT technology trends. The trusted customers of S. O. S. include Heidelberg Polska, L'Oréal Polska Lovely Look Sp. z o.o., and Teatr Polski im. Hieronima Koneczki (Polish Theater) in Bydgoszcz. Today, S. O. S. focuses on software integrations in companies with many distributed branch offices, based on Microsoft Terminal Services, Citrix, and the print management solution ThinPrint .print.

[www.sos-it.pl/](http://www.sos-it.pl/)

**Hair designer trims print data**

ThinPrint .print ensures stability and faster print processes in the salons and headquarters of the Polish stylist chain Lovely Look

Lovely Look sp. z o.o., established in 1997, with 270 employees and 30,000 customers monthly in 23 salons is the largest full service hair dressing company in Poland. The company's motto is high quality at low prices. A successful motto: within 3 years, Lovely Look increased its average revenue per salon by roughly 50%. With such results, the company can hold their own among world standards in this sector. Lovely Look has set the course for future expansion as well, with investments in establishing a well recognized brand name, further improvements in effectiveness, continued revenue growth, and an increased number of salons. Lovely Look runs its own hairstyling academy and employs a network of regional managers to control the quality of offered services. To meet the demands and expectations of its clientele, the company continuously expands its product and service portfolio and conducts countless advertising campaigns. The company Lovely Look is strategic partners with Wella Polska, which belongs to the Procter & Gamble Group.

**ERP system in server based environment resolves hairy print problem and server instability**

In IT, too, the company is one of the most modern in the Polish beauty hairstyling sector. For example, Lovely Look works with the ERP system ERP CDN XL from Comarch SA. In this way, hair service providers can better monitor the activities in the salons, cut the costs of accounting, and improve direct marketing with regular customers. The entire IT system runs in a server based environment built with help from the Terminal Services experts and ThinPrint partners at S. O. S. Systemy Ogólnej Satysfakcji. Employees in the salons and at headquarters access all applications, including the ERP system, all Office applications, Outlook, and SMS server, across a standard internet connection with a central GSM modem. The scenario gets hairy, though, when users in the salons or at headquarters want to print online reports, charts, or other documents on the laser or network printers. Instead of being able to work productively, users needed 2–5 minutes of their work time per printout to wait for each printout. Added to that is the fact that the centrally prepared print jobs created serious congestion on the server. The result? The server had to be shut down and the print buffer restarted.





### 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., VM Ware, and XPS Software GmbH.



### Wait times at the printer and server overload are gone thanks to ThinPrint .print

The S.O.S experts recommended that Love Look run the print management solution ThinPrint .print – with success. The solution compresses print data up to 99% and also enables specification of the amount of bandwidth to be available for print data transfer. As a result, print processes in the entire company were greatly improved. The Lovely Look system administrator can now concentrate on other pressing tasks. For the users, it is no longer noticeable that the print process takes place on a remote server; instead, it works as if the print job were locally created and sent to the local printer. “We no longer notice that the server is in Bydgoszcz and we have to send all print documents across the internet,” reports Tomasz Bączyk, Managing Director at Lovely Look. “We are very pleased, because the time we wait for a printout is now only 5–10 seconds. And server overloads are gone completely.” Piotr Wesołowski, Managing Director at S.O.S. Systemy Ogólnej Satysfakcji, is also pleased at the way the project went. “Installation and configuration proceeded easily and without any complications.”



Facts	
Customer	Lovely Look sp. z o. o.
Sector	Service provider
Responsible for project	Lovely Look sp. z o. o., S.O.S. Systemy Ogólnej Satysfakcji
Project	Expediting print processes in the salons, overcoming server instabilities; Printing from ERP system ERP CDN XL, SMS server, and MS Office applications
Number of users	270 users on 38 PCs

**lovely look** salon fryzjerski



**ThinPrint®**