

Case Study:

## Smart printing with IoT - Alasen Rakennus Ltd

### With a cloud connection towards a paperless construction site

Automatic printer supply deliveries enhance work

*"We're striving towards a paperless construction site and print blueprints on demand using the Brother printer's cloud connection".*

**Ville Niinimäki, Work Manager,  
Alasen Rakennus Ltd**

#### Alasen Rakennus in brief

Alasen Rakennus Ltd is a family business established in 1984. The company operates in Finland in the Pirkanmaa region and offers high-quality construction service that is reliable and professional.

#### Printing on demand

Alasen Rakennus Ltd was looking for solutions to work more efficiently at the construction site. For example by reducing the number of paper printouts. The company decided to store blueprints and work instructions in a cloud service, and now they only print on demand.

Now, they take advantage of the fast and compact Brother A3 inkjet printer, which has cloud connections. Printing is possible by tapping the document name on the printer's touchscreen or on your mobile device.

This solution makes document management agile and flexible. In addition, the printer is connected to Brother Managed Print Services, which automatically delivers supplies to the office. Work is never on hold because of empty ink cartridges.

#### Challenge

The customer was looking for an agile method to store information and a cost-effective print solution for construction site use. The aim is to find another solution to storing folders containing printed blueprints.

#### Solution

The compact and easy to carry A3 inkjet multifunction printer with cloud connections is an excellent solution for a construction site. Managed Print Solution price includes automatic supply deliveries and unlimited customer support.

#### Benefits

The compact printer is easy to move to a different location as the building progresses. Blueprints stored in the cloud are easy to print by tapping the printer's touchscreen. Automatic supply deliveries enhance work at the construction site.

## Benefits of an inkjet printer

Usually the need is to print only one page, so an energy-efficient and fast inkjet printer is a smart choice. The first page print speed is less than 6 seconds. Also, quickly drying pigment ink and crisp prints are great assets at the construction site environment.

## Internet of Things (IoT) revolutionises printing and makes life easier

The printer supplied to Alasen Rakennus Ltd is connected to the Brother Print Management System. The smart printer eases everyday life with its ability to communicate autonomously, and that enables the automatic supply deliveries and printing costs follow-up.

Brother Managed Print Services is the most advanced solution available on the market in this price and size range. The aim is to make customers' everyday work easier because the smart printer can even communicate the need for repair directly and autonomously to Brother's system. Downtime of the printer will be as minimal as possible.

Print Management Services have the advantage of predictability. The price of the service is based on usage and follow-up of printing costs is automated. There is no risk of unexpected costs.



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