

Retail Case Study



BUSINESS SEGMENT

Retail

PRODUCTS

Mono Printers and Color MFPs; Ringdale FollowMe®
Secure Document Output Management

CHALLENGE

Highly secure printing environment
Multiple headquarters locations
Customer culture of constant management change

SOLUTION

Authentication on all output devices with FollowMe
Fixed payment rate with cost-per-click on all devices
On-site technical support team



Case Study

CUSTOMER BACKGROUND

This leading retailer was in the process of relocating its primary headquarters to a newer building as part of a company-wide effort to make leading-edge changes throughout the organization. One of the major initiatives focused on IT improvements. The customer had a leasing and service contract with a competitive vendor that was close to expiration, and management was dissatisfied with the current vendor relationship.

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THE CHALLENGE

As part of the IT initiative, the customer needed to increase networking capabilities so executives could share information more efficiently and securely. In addition, the customer sought to increase control and tracking of all print document activity to better manage costs associated with its thousands of employees and subsequent print volume. The most important need was to restrict access to confidential information.

THE SOLUTION

OKI completed a Managed Services assessment at the primary headquarters location to learn what the customer was currently spending on hardware and consumables and to develop a business proposal that would reduce current operational costs and enhance office efficiency and productivity.

The customer required an integrated product that would serve medium workgroups, as well as work on an old legacy application and in the SAP environment. OKI determined the customer was printing primarily in black and white, with only 6% of monthly volume in color, and thus recommended two high-volume mono printer models and centralized large workgroup color MFP units to provide advanced capabilities as necessary. Further, OKI offered a leasing and service contract and cost-per-click program that would allow the customer to pay a fixed rate based on the amount the customer printed.

To address the customer's requirement for secure and convenient access to print jobs throughout the corporate locations, OKI provided Ringdale's FollowMe Secure Document Output Management technology. The solution provided secure and controlled access to all printing devices and customizable print policies to monitor printing activity.

With the deployment of the large workgroup MFPs, the customer would need access controls for both print and copy devices. OKI worked directly with Ringdale to develop a copy patrol solution for the MFP to unlock capabilities on the copy portion of the unit, ensuring all print and copy activity was secure and monitored. FollowMe would now allow employees to submit a print job to the server, travel anywhere in the corporate offices, swipe their identity card in the card reader system for authentication and pull the print job from the server to the respective print device. The server would keep records by cost center and by printer or MFP of all jobs printed, including number of pages printed, mono and color ratios and which device was accessed. In addition, OKI offered a video with each MFP to show employees how to use the features of the large workgroup color MFP and installed PrintSuperVision to help manage the status of the printers, given the customer's sizeable infrastructure.

The customer entered a three-year contract with OKI that included the purchase of 80 medium workgroup mono printers and 20 large workgroup color MFPs to be deployed throughout its four corporate buildings. Every OKI printer and MFP is now integrated with Ringdale's FollowMe to help the customer achieve leading-edge efficiency, productivity and security.

CONCLUSION

The customer had extensive and complicated printing requirements, which required a flexible and customized print solution. OKI offered a leasing and on-site services contract with an additional cost-per-click rate that met the customer's financing and support needs. Yet the piece of the solution that truly won over the customer was Ringdale's FollowMe, specifically the level of customization OKI provided to suit the customer's highly secure office environment. The partnership has resulted in a three-year contract, with the hardware under lease contract and printed page services and access control benefits available through Ringdale's FollowMe. Further, OKI's best-in-class service and support is demonstrated with eight dedicated representatives on-site to assist the customer day in and day out.

