

Equitrac Makes the Grade at Dutch College



The Customer: Greijdanus College, a four-campus secondary school based in Zwolle, the Netherlands.

The Challenge: To reduce waste in printing and copying, implement print cost accountability to students and staff, and improve overall document resource management.

The Solution: Greijdanus partnered with Equitrac and Nashuatec-NRG, a subsidiary of Ricoh Europe B.V., to implement a total product solution designed to improve document production output, tracking and accountability among administrators, teachers and students.

The Result: "Follow Me" simplicity heightened user acceptance among staff for centralized printing, which also resulted in reduced waste, improved cost accountability, and even decreased inappropriate copies or print by students.

Client Comment: *"The amount of unnecessary prints and copies has lowered dramatically. Every now and then, when I go through the building, if I see a paper left in the tray at the end of the day, I say, 'That's not one that I paid for. At least a student is paying for that.'"*

Clemens Broekroelofs used to walk the halls at Greijdanus College's four campuses and worry about what he would see. With desktop printers in every classroom and students allowed to print for free, forgotten assignments would be left behind in output trays at day's end. Up to 1,000 printed pages each day were tossed in the waste bin – as was the school's budget. Output costs added up quickly among the 400 staff and teachers, and 3,500 students, says Broekroelofs, the school's director of Information and Communications Technology.

Then Greijdanus brought in Ricoh's Nashuatec-NRG division to review the Netherlands-based school's existing document output capabilities, and to suggest improvements. Nashuatec-NRG suggested replacing many of the school's 70 desktop color or black and white machines with

21 Nashuatec color and three black-and-white devices. All are multifunction for printing, copying and scanning; all feature collating and stapling capabilities. The company also recommended installing Equitrac software on the school's print server, and attaching Equitrac PageCounter control terminals to each MFP. This way, the school could assign each teacher, administrator and student an individual printing user ID and password to allocate printing, and could more easily track output volumes. Additionally, by printing only after the user had entered his or her user ID code at the printer, security and paper waste reduction was assured. The school had previously piloted an alternative, but the application didn't include software similar to that offered by Equitrac. Without output tracking and billing capabilities, there was no way to track and capture output costs, says Sandor Willems, Product Marketer with Nashuatec-NRG. So the company recommended a total document solution that delivered exactly what Greijdanus was requesting. It focused on improving document production, efficiency and office productivity – all in a secure environment. A rival bidder called such a request "ridiculous" and withdrew from the bid, Broekroelofs says.

"Knowing their needs on the hardware side made it easy to suggest a software solution that would meet their requirements for functionality, direct print allocation and secure printing," Willems says. Students are given a quota of 100 copies or prints per semester. If they exceed the allotment, students have to add more money to the account. This created better student awareness of the costs associated with printing, and helped curtail students' printing or copying of personal or inappropriate documents. Among the other benefits administrators enjoy: Staff appreciate the all-in-one, multifunction capabilities. And Equitrac's "Follow Me" simplicity now allows staff or students to output a document at any MFP. With the installation of the new machines and the Equitrac software, use of consumables, like toner and paper, dropped. The ability to select the right paper tray to print Internet research in



A4 format, for example, also has reduced waste. The school still will generate upward of six million prints and copies this year, and the new solution will not necessarily lower that number significantly, Broekroelofs says. But improved document tracking will allow administrators to

better control usage, limit unnecessary use of color output, and assign costs to the user. The ability to view output volume throughout the month eliminated surprises over copy volume at month's end. The solution's cost was nominal, Willems says. The lease price is a fixed amount of cents per click, including the Equitrac software. And while the staff initially resisted the change from desktop convenience printers to centralized printing, the introduction of the multifunction devices ultimately changed their beliefs. To wit: The Equitrac-Ricoh solution scored a 6.6 out of 10 on a teacher satisfaction survey, and students now realize printing and copying has a cost – in Euros and to the environment.



"As a school, we want to teach them about geography and math, but also responsibility and how to behave. We are changing their behavior," Broekroelofs says. "It changed the culture of the college. To benefit the organization, you have to change the way you work."

"Greijdanus' adoption of this solution reveals how Equitrac and Ricoh can collaborate to deliver a solution that positively changes the culture of an organization," said Michael Rich, President and Chief Executive Officer of Equitrac. "The administration has realized benefits in the near-term, and the students and society will experience the benefits for years to come."

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