

MEDIA GIANT REDUCES WASTE AND COSTS WITH EFFICIENT AND SECURE PRINT PROCESSES



Moving and consolidating approximately 1,300 employees from five separate offices into one facility in the Camden section of London, England, was the biggest relocation project ever for Emap Ltd, a leading business-to-business publisher and the United Kingdom's largest international tradeshow organizer.

To maximize the efficiency of having the entire company in one location, Emap was hoping to better integrate different departments and upgrade and streamline what had become costly and wasteful document production processes. The company believed it could reduce print waste, improve employee productivity and save valuable London office space by replacing 326 resource-hungry desktop printers, scanners and fax machines with fewer, more efficient, networked multifunction devices (MFDs). Knowing that new print technology would only be part of a

reengineered document production system, Emap also wanted a way to monitor, manage and reduce overall print volumes and costs.

Advanced MFDs and Print Management

After considering several options, Emap chose a proposal from IKON, a trusted provider of document management equipment and solutions to the company for ten years. IKON proposed replacing Emap's desktop devices with 40 MFDs: 30 black and white Ricoh units and ten color Canon devices. IKON also recommended Equitrac Office®, including Follow-You Printing®, to provide enterprise-wide print management, cost control and document security.

IKON and the Emap IT team first worked together in a small-scale pilot program, tirelessly testing the Equitrac solution with Emap's mix of Mac and PC workstations. Based on

emap

Organization: Emap Ltd, a business-to-business media group and the largest tradeshow exhibition organizer in the UK; with information businesses serving fashion, automotive, construction and media; publications such as Retail Week, Broadcast, Construction News, Nursing Times and HSJ; and over 400 major trade events across the UK, Europe and the Middle East.

Challenge: As part of a massive relocation project, reduce overall costs of producing documents, improve employee efficiency and reduce the space occupied by desktop printers, scanners and fax machines.

Solution: Replacement by IKON of 326 devices with 40 Ricoh and Canon MFDs, with Equitrac Office® and Follow-You Printing® providing enterprise-wide document accounting, cost management and security.

Result: Estimated three-year savings of approximately US\$496,000 and significantly reduced carbon footprint in a solution well-received by both management and employees.

Client Comment: "The project was delivered efficiently and the support we had from the account manager and IKON staff was excellent."

the pilot's success, Emap proceeded with the full implementation of all 40 MFDs, with rollout completed in a customized deployment process over four months.

"The project was delivered efficiently and the support we had from the account manager and IKON staff was excellent," said Paula Tsung, Emap's UK Head of Facilities.

continued on page 2 ►

Proven Results

The new Equitrac-managed print network has met or exceeded all of Emap's financial and environmental objectives. And Equitrac Office has provided Emap with both unprecedented control to manage document activities and the means to measure the true expense of document output across the organization.

Reports generated early on proved these savings by showing that over one three-week period Equitrac software had automatically deleted 7,000 pages that had been printed to the Follow-You Printing server but never output by users, a significant savings in paper, toner and energy.

And, of course, using only about one-eighth of the document producing

Well Received, Soon to be Repeated

One of the greatest challenges to IKON during installation was building staff confidence in the new system. Emap could not afford any downtime, making training and support of paramount importance. Leveraging IKON's management and training expertise, Emap employees received extensive systems training, new procedure walk-throughs and comprehensive on-site support. As a result, the implementation was so well received by both employees and management that Emap decided to replicate the solution in other UK offices in early 2009.

“The project was delivered efficiently and the support we had from the account manager and IKON staff was excellent.”

Moving print volumes away from small, inefficient desktop printers to larger and more efficient MFDs has dramatically reduced the waste of consumables, minimizing the company's carbon footprint. Follow-You Printing is a major contributor to the reduction of waste. With Follow-You Printing, documents are held in a secure server until users release them by authenticating themselves at the MFD of their choice. This essentially eliminates the waste of unclaimed print jobs.

Follow-You Printing also transformed users' concern about the confidentiality of using communal MFDs into a non-issue by making the new networked devices as secure as users' own desktop printers. With Follow-You Printing, sensitive documents are not released until the user is at the printer to claim them, rather than being output to unattended devices.

devices than before, Emap has dramatically reduced the amount of space needed for desktop equipment, and freed up valuable space available for more productive use.

All told, it is estimated that the IKON and Equitrac solution will save Emap approximately US\$496,000 over a three-year period.

