

# DATA CENTER

## Automotive Resources International



Automation delivers workflow flexibility, dramatically reducing time and labor costs.



Ricoh systems seamlessly integrate with other solutions, improving time to market and ensuring ease of use.



PPBG's affordable solutions provide the buying power to meet growing business demands.

### Business Growth Drives Data Center Innovation

Automotive Resources International (ARI) is the largest privately owned fleet leasing and fleet management company in North America with more than 570,000 vehicles on the road. Specializing in leasing fleets of vehicles to over 2,000 companies and organizations, ARI has offices throughout the U.S. and Canada as well as Mexico, Puerto Rico, and Europe, and is the only company in the world to offer a global fleet solution.

ARI attributes its company's recent, tremendous business growth to providing a high level of customer service to clients and delivering on commitments. As ARI's business has taken off, so has its need for high-performance, flexible, and more affordable technology.

#### Extreme business growth drives new technology

"One of our largest printing jobs was a personalized service coupon packet, distributed to key accounts. With business growing, the equipment we had in-house couldn't handle the complexity of the project, or the volume. It was just not up to industry standards. Plus, our maintenance costs were skyrocketing," explained Epi DeLaPaz, manager of information processing for ARI. "I evaluated expenditures and figured that with what we were spending on maintenance, I could purchase new equipment and achieve the additional flexibility and capabilities needed to meet our growing business demands. At first we considered staying with the same vendor, but when they came back with their proposal the numbers bordered on ridiculous. We knew it was time to look for a new solution."

The evaluation process brought DeLaPaz to Ricoh's Production Printing Business Group (PPBG). "If we had stayed with our previous vendor, we would have doubled our monthly investment. PPBG came in with technology that allowed us to automate our processes, deliver the workflow flexibility we needed, and give us additional print capabilities—all at a very reasonable price."

ARI purchased two Ricoh DDP 184 Digital Document Publishers, which harness the power of two 94-ppm print engines, provide high-speed duplex printing with highlight color, and output 184 images per minute. Additionally, the state-of-the-art printers integrated seamlessly with ARI's document composition software.

#### PPBG

Helping ENTERPRISE DATA CENTERS  
Stay Competitive



**RICOH**

With the new capabilities, the first course of business was to take the personalized letters that originally needed to be printed and manually inserted into service coupon packets and automate the insertion, significantly saving time and labor.

### Greater productivity and speed of operations

ARI's incredible growth required additional capability and speed to streamline the print process and to produce the documentation needed for new client start-ups. "Before working with PPBG, we were concerned with the continued use of older technology printer equipment, simply because we couldn't print the volume of documentation in the time required. Today, with the high performance capabilities of the DDP 184, we handle 10,000 vehicle start-ups with ease. In addition to greater output and productivity, the DDP 184's ability to integrate with our Planet Press® software from Objectif Lune has increased the level of customization we can offer clients," said DeLaPaz.

ARI's growth also increased its billing volume. Even with most clients moving to an electronic billing format, once a month ARI still generates approximately a quarter million sheets of paper for billing. "Getting bills out on time is critical to any operation," stated DeLaPaz. "We have been using highlight color on our bills for 15 years. But the growing volume of our invoicing was making it difficult for our old equipment to keep up with the turnaround time we needed. The DDP 184 handles the production of highlight color and the increased volume with speeds that is making it possible to produce our monthly bills in matter of hours, where it used to take days."

ARI has been especially pleased with other productivity enhancements made possible by

the easy integration of Ricoh equipment and PlanetPress. PlanetPress is a suite of software modules that enables easy creation, printing, and distribution of transactional documents and business forms integrating variable data, as well as offering advanced automated workflow management capabilities. "Not only can we insert several hundred types of documents into a print package without manual intervention—and at extremely high speeds—but also, the DDP 184's ability to integrate with PlanetPress allows for easy creation and printing of variable content documents. And we have the added benefits of automated workflow and output management features that we didn't have with our old equipment. PPBG's ability to offer cost-efficient workflow integration solutions were definitely an important part of our decision-making process," stated DeLaPaz.

### Ready to add more color

ARI has been so satisfied with PPBG's solutions that the company is already contemplating its next equipment investment for the data center. ARI's internal and external customers are increasingly requesting personalized documents in full color, including the addition of variable four-color logos.

"Over the next few years, we'll need to be offering highlight color as well as full color printing," stated DeLaPaz. "Based on the track record we have established with PPBG, I will absolutely count on PPBG to supply the solutions we need to meet the additional demands of our customers," said DeLaPaz. "PPBG offers solutions that are affordable and greatly increase our productivity, but what we appreciate most is the high level of commitment to our business. Ricoh PPBG has truly helped us carve out a competitive advantage in our marketplace."

## DATA CENTER CUSTOMER TESTIMONIAL



**Ricoh technology allows for automation, delivering the workflow flexibility needed at a very affordable price.**

Think Production. Think Ricoh.

**RICOH**

At Ricoh we know documents are essential for business. For your business to succeed, and to keep up, you need to deliver cost-effective, high quality, secure document services. Additionally, you must evolve as business needs and technologies change, while effectively reaching out to clients with new services and workflows—and rarely can you do this alone. Call us today at 877-212-6064 or visit us at [www.ricoh-usa.com/ppbg](http://www.ricoh-usa.com/ppbg) to find out the many ways we can help your business grow and profit.

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5 Dedrick Place • West Caldwell • New Jersey 07006 • 877-212-6064