

# Case Study

education

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## Regis University

### Regis University Drives Cost Out of Printing with a New Output Fleet and Expert Print Management

*"Ricoh was the only hardware provider that had a true print management plan to help bring us into the future."*

– Susan Layton, associate vice president of auxiliary and business services at Regis University

#### ABOUT THE CUSTOMER

Regis University, consistently ranked as a Top Tier Western University by U.S. News & World Report, is among 28 Jesuit Catholic colleges and universities in the United States. A private institution located in Denver, Colo., Regis educates more than 12,500 students at its 81-acre campus nestled among the picturesque Rocky Mountains. Regis recently underwent a major modernization of its print output fleet, implemented Managed Document Services (MDS) and outsourced control of its print, copy and mail center to its partner of choice — Ricoh.

#### CHALLENGE

Ricoh was one of four vendors that Regis queried to help the University reduce its printing costs and energy consumption by implementing a major print fleet upgrade and managing its document output — printing, copying, scanning, faxing and document workflow. The University was seeking a vendor that could effectively run the print, copy and mail center that it had been operating internally for years.

The University issued a request for proposal with an extensive list of needs including MDS — which played right into Ricoh's distinct strengths. The list of four initial vendors was narrowed down to two, then Ricoh emerged as the partner best equipped to take Regis University into the future.

"Ricoh had a true print management plan as well as a plan to run our print, copy and mail center," said Susan Layton, associate vice president of auxiliary and business services at Regis University.

#### CHALLENGE

- Unknown document-related costs
- Unidentified number of copy, print, scan and fax devices
- Resistance to change

#### SOLUTION

- Ricoh Multifunctional Products (MFPs)
- Managed Document Services
- Print, copy & mail center management
- Equitrac Express® software
- IT services

#### RESULTS

- Dramatic device reduction
- Significant cost savings
- Decreased print volume
- Future mobile printing

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### SOLUTION

Change is often met with resistance. Well aware of its initial detractors among some Regis staff and faculty, Ricoh went beyond University officials' expectations to alleviate fears that Ricoh's presence and technology would displace existing IT or copy and print center staff.

Ricoh built a bridge with faculty and administrative staff moving into the new "green" Clarke Hall, sitting down with each department to explain the functionality of the new MFP technology and entertain requests for additional needs.

"In many ways, Ricoh has become a partner to Regis. We feel like they have become Regis," said Layton.

The first year of implementation began with Ricoh taking over management of the University's print, copy and mail center. This successful endeavor was followed by a phased rollout of new color Ricoh MFPs and print management across the campus. Ricoh took over managing the service and supplies for the desktop devices in the buildings that were not included as part of the early rollout. This helped Regis contain costs for consumables in the interim as well as keep its finger on how many devices were still in the field.

Some who were part of the early rollout expressed initial doubt, especially concerning document confidentiality — protection inherent with their individual desktop systems. Ricoh alleviated these concerns by enabling the MFP locked print feature that secures jobs until a user authenticates and prints them or deletes them.

Prior to the upgrade, Regis thought it had a grasp on its printing expenditures. After all, the University managed its own print center and its IT staff was in charge of servicing its MFP devices across the campus. The University staff didn't realize the sheer volume of devices it had.

Following a two-day analysis of print center operations and a full accounting and mapping of all devices at the North Denver campus, Ricoh uncovered thousands of devices onsite — composed of dozens of different brands and more than 100 different models as well as a mix of desktop inkjet devices and MFPs.

"At first, some of our people would run Ricoh out of their offices because they were afraid they were going to take their inkjet printers away," said Layton. "There was initial turmoil that we had to deal with."

In fact, the staff members who moved into the University's brand new Clarke Hall building were forbidden to take any outside devices into the facility. A green building that was designed and constructed to LEED® Silver standards, Clarke Hall was the first facility to undergo a complete metamorphosis with all new energy-saving Ricoh MFPs and full-blown print management. This facility served as the model for converting all the other University buildings.

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### RESULTS

Despite initial resistance to change, Ricoh and Regis' Auxiliary and Business Services have won over University students, faculty and staff alike. The students are thrilled that they can now print color at multiple locations on campus, as well as make copies on MFPs within their print quotas — a feature not previously available on campus. The ability to print color, scan and fax from one MFP has even turned staff and faculty naysayers into believers.

"In the beginning, I'd walk into a meeting and people would say 'you're not taking my printer'," said Layton. "Now when I walk into a meeting, I'm greeted warmly."

Ricoh holds weekly progress meetings with Layton, using a Computer-aided design document to track every open item and provide status updates until each item is closed. Furthermore, new printer requests are discussed — the result of developing a form that staff and faculty must submit before any new device enters a building. Quarterly business reviews are conducted to assess the program's overall progress.

Beyond the dramatic reduction in device count, Regis has also seen significant cost savings now that its fully functioning print management program is in place. During its first full year of implementation (FY 2012), Regis realized an overall cost savings of \$166,000 and its print volume has decreased by almost 40 percent.

"Regis would not have achieved this print management program as quickly as we did without Ricoh's help," said Erich Delcamp, director, infrastructure and operations for Regis University. "It was more than their technology and services. They helped get our internal stakeholders on board as well."

In total, Ricoh installed 45 MFPs throughout the phased rollout. There are still a number of older inactive competitive MFPs that will remain in storage until the lease contract expires in 2014. Training on the Ricoh MFP systems has been conducted Universitywide and the staff is now up to speed on all the features — including color capabilities, duplex printing and scan-to-email. Additionally, RightFax server technology has been added, replacing the University's analog fax system and need for stand-alone devices.

Equitrac Express® print management software specifically designed for educational institutions was rolled out to track output across the entire University. The system is currently used for tracking the allotment of student print quotas and chargebacks to specific University budgets for faculty and staff usage. Next, Equitrac's rules-based, print behavioral modification features will be implemented in an attempt to further reduce the University's output and costs.

"Equitrac has already reduced our printing — both color and black and white — and we haven't even turned on the bells and whistles yet," said Layton. "Now that people know how much it will cost to print, it has already resulted in some behavior modification."

Additional Ricoh staff was brought on site to support MDS and manage the Equitrac software. IT services have recently been added to monitor and troubleshoot the University's networked print servers, taking the burden off of University IT staff.

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Process improvements in the print, copy and mail center are also underway. Ricoh has uncovered ways to implement more cost-effective methods of handling textbook returns as well as incoming and outgoing mail.

The next steps for Regis and Ricoh are implementing behavior modification through Equitrac and moving forward with its cost control strategy and containment plans. Another important endeavor is mobile printing. University students, faculty and staff — increasingly working on tablets — have asked that wireless access and mobile printing be up and running at the University by next school year. Ricoh has alerted its mobile technology team and discussions are underway to make it happen.

“If I tell Ricoh I want it done this year, I know they will make it happen. And I don’t have to stop everything on my desk and get totally involved,” Layton said.

The Ricoh staff onsite at Regis University continues to proactively look for cost savings, process improvement and measurable results. Most recently, the Ricoh team produced conference materials for the 65th annual Association of Jesuit Colleges and Universities Finance Officer’s Conference, which was hosted this year at Regis University. The executive staff of the chief financial officer at Regis University was extremely pleased with not only the final product, but the responsiveness and willingness of the Ricoh team to go above and beyond for such an important event.

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