

Case Study

government

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A Secure and Sustainable Print Environment Throughout the City of Brampton

Ricoh's products are helping save trees and tax dollars while improving document security for 5,000 city employees.

"Thanks to the swipe-and-release technology, we saw 80,000 sheets of paper saved within the first month. That's equivalent to eight trees. And this was at just 70 percent of the rollout. We are expecting to see over \$100,000 in savings per year when fully implemented."

Prasanna Gunasekera,
Senior Manager,
Business Services,
City of Brampton

ABOUT THE CUSTOMER

The City of Brampton is one of Canada's fastest growing cities, and the ninth largest municipality. Designated by the Province of Ontario as an urban growth area, Brampton's 500,000 plus residents and 8,000 businesses enjoy a modern, vibrant and diverse city. Over 5,000 city employees work to maintain and grow Brampton's national reputation.

CHALLENGE

The City of Brampton has a mandate to reduce energy costs and consumption. When conducting a re-examination of their print strategy, the City discovered that reducing their fleet and conserving resources was possible – but not with their current environment. "When it was time to renew or move on from our current print vendor, we conducted a print strategy and analysis that showed us that we were only using 30 percent of the total capacity of our fleet," says Prasanna Gunasekera, Senior Manager, Business Services. "We also learned that we used more energy keeping these devices on in sleep mode than we used actually printing documents. We knew we had to make a change."

In addition to improving their environmental footprint, the City wanted to implement a secure print solution that would protect printed documents to the same degree as electronic files and emails. Their existing system offered no security, as any employee could pick up any print job at any time. "We wanted to move to a swipe-and-release technology to create an environment that was better aligned with our information and privacy protection policies," explains Gunasekera.

Lacking a swipe-and-release technology also meant that the current system was wasteful. It was noticed that a lot of times, printed material was not picked up, resulting in tens of thousands of pieces of paper going straight from the printer into the recycling bin each month.

CHALLENGE

- Utilizing only 30% of fleet resulted in high costs and negative environmental impact.
- Lack of security of printed documents.
- Tens of thousands of pieces of paper wasted every month due to unwanted print jobs.

SOLUTION

- Implementation of new print environment including both hardware and software.
- Equitrac swipe-and-release technology created a secure print environment and less paper waste.
- Quick, efficient rollout from Ricoh and city IT staff avoided operational disruptions.

RESULTS

- Significant cost savings and positive environmental impacts due to fleet reduction and thousands of sheets of paper saved monthly.
- Unwanted print jobs deleted by staff or automatically prior to printing.
- Increased awareness around cost and paper use through Equitrac reporting.
- Potential future growth into new areas.

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SOLUTION

While the City initially sought a new vendor through the Request for Proposal process, they withdrew when the Province of Ontario concluded the Vendor of Record for managed print services and print related hardware. "Piggy backing on the Provincial VOR saved us time and resources and gave the City the advantage of already negotiated province wide pricing," says Gunasekera.

In addition to the quicker process and better rates that Ricoh's VOR status offered, Ricoh met key criteria set out by the city: a deep commitment to environmental sustainability, and the resources and knowledge to establish a secure print environment.

Leveraging Equitrac software, Ricoh deployed a new fleet of printers that provided secure access to printed documents through a follow-you solution. Instead of immediately printing documents at the nearest device, as with the previous solution, employees could now swipe to release their job at any printer in the network. This ensures printed documents are only accessible to the employee who created them.

To implement this secure swipe-and-release technology, Ricoh built the new print environment around the same ID cards that employees were already using throughout the entire system, saving time and money by avoiding an unnecessary upgrade. "The Ricoh team worked well with our staff and IT technicians," says Gunasekera. "They were not like a typical vendor; they were a true partner. They threw in a lot of resources to the process, and scheduled unlimited training sessions at city hall as well as more remote locations. There was a full-time project manager assigned to us, and they were always onsite helping us with proof of concept and working with our team during rollout."

Not only did the Ricoh team support the city's IT staff and employees during deployment and training, they also worked around the clock to meet the schedule set out by the city. "They deployed 115 devices across 70 government buildings in just 17 working days with minimal disruption. When we started on this project, experts predicted that it would take up to six months to complete. Ricoh knew we needed it in one month, and that's what they delivered."

RESULTS

Within a month of deployment, the City of Brampton was already witnessing savings across the board. Their fleet had decreased from 300 devices down to 200, providing ongoing savings in energy, hardware and maintenance fees. The reduction was made possible thanks to the Equitrac swipe-and-release technology, which requires fewer devices as employees can release a job at any printer in the network. "We saw 80,000 sheets of paper saved within the first month," says Gunasekera. "That's equivalent to eight trees. And this was at just 70 percent of the rollout. We are expecting to see over \$100,000 in savings per year when fully implemented."

Along with its positive environmental impact, the swipe-and-release technology has improved security as well. Now, employees are responsible for their own printed documents, and unwanted print jobs are automatically deleted from the system in 24 hours if not released to print.

Gunasekera has noticed that the implementation of the new printer service has led to some positive behavioral changes in the individual employees themselves: "We originally thought that most of the savings would be through the automatic expiry of the jobs after 24 hours, but we also see people consciously deleting their jobs at the printer. This is a really interesting, and positive, change in behavior."

Equitrac also provides the City with a high degree of intelligence about their print environment, including the number of deleted print jobs and the resultant savings, so that they can make smarter decisions. "We can drill down into every department, and even every employee, to see how the system is being used. It is extremely valuable to have this intelligence at our fingertips."

Ricoh developed the solution as an open project, with room for development and future growth. Looking forward, the City is eager to grow the system into new areas such as hotspots to support mobile workers.

ABOUT RICOH

Ricoh Canada Inc. is a leading provider of document solutions for Canadian businesses. Ricoh's fully integrated solutions (services, people, software and hardware) enable our customers to help effectively and efficiently control the input, output and management of their information. Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

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