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Oregon State University

Oregon State University Improves Print Operations with an Eco-friendly Print Migration Strategy

Ricoh focuses on the development of energy-efficient products and affordable alternative resources to promote a work style that improves operational and energy efficiency. The strategy integrated seamlessly with OSU's commitment to create a sustainable society that minimizes environmental impact.

ABOUT THE CUSTOMER

Oregon State University (OSU) is a large public university nestled in an environmentally-friendly community surrounded by some of Oregon's most majestic natural wonders. It strives to advance knowledge while maintaining a rigorous focus on academic excellence. OSU considers the state of Oregon part of its campus and partners with the P-12 school system, community colleges and other institutions to provide access to the highest quality educational programs and initiatives. It worked closely with Ricoh to implement a new, more efficient print migration strategy.

CHALLENGE

In recent years, OSU has championed sustainability with a wide range of eco-friendly initiatives that have ensured long-lasting performance and cost efficiency. When key decision-makers decided to upgrade print output hardware to complement the university's cost-per-copy services strategy, they sought a reliable partner with a history of proven expertise, bottom-line results and a commitment to protect the environment.

"The existing fleet comprised disparate devices from several different vendors," said Ari Grossman-Naples, Associate Director of Printing and Mailing Services. "We wanted to reduce the number of devices and implement a more consistent and accurate chargeback program to control costs more effectively. We wanted to transition to a services-based print model."

CHALLENGE

- Improve print shop productivity
- Migrate to fewer devices, more capabilities
- Implement chargeback capabilities
- Develop sustainable, eco-friendly initiatives

SOLUTION

- Powerful print production devices
- Ricoh digital multifunction products (MFPs)
- @Remote Enterprise Pro intelligent remote management
- Ricoh Professional Services

RESULTS

- Centralized, networked environment simplifies maintenance
- Reduced energy use by about 30 percent
- Automated meter reads for more accurate chargebacks

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The university had more than 400 devices on campus. Only about 15 percent were connected to the network. As a result, the IT team could not adequately track usage rates and trends. Without convenient meter reads, the team couldn't assign accurate chargebacks either.

The multi-vendor fleet complicated routine maintenance tasks. With a wide range of supplies and procedures, services and repairs were time-consuming and complicated. The university wanted to reduce the number of service calls by installing only new, upgraded networked devices from a single vendor.

The university's on-campus print center was used extensively for thousands of print jobs. Unfortunately, the existing production printers were ill-equipped to manage the heavy and expansive workload. New devices were needed to handle more tasks, including a wider range of media handling options.

The university challenged vendors to devise a strategy to improve document management with a centralized fleet of multifunction devices and production printers that could enhance productivity, improve energy efficiency and reduce operating costs across campus.

SOLUTION

Ricoh devices have been on campus for more than two decades. Grossman-Naples noted that he and other university representatives were impressed with Ricoh's reliable equipment, fast response and sustainable environmental management strategies.

For more than 30 years, Ricoh has contributed to environmental conservation without compromising productivity or profits. It focuses on the development of energy-efficient products and affordable alternative

resources to promote a work style that improves operational and energy efficiency. The strategy integrated seamlessly with OSU's commitment to create a sustainable society that minimizes environmental impact.

OSU was convinced that Ricoh was the right choice after visiting the Ricoh Technology Portal in Portland for hands-on product demonstrations.

"We've developed a strong partnership with Ricoh for many years," said Grossman-Naples. "We knew that we'd be receiving quality products at an affordable price. More importantly, we knew Ricoh had the extensive experience and expertise to improve document management and environmental sustainability for the greater OSU community."

The Ricoh solution was easy on the environment — as well as the user. The consolidated fleet is easier to manage. It includes @Remote Enterprise Pro for centralized monitoring and device management for the entire network. The server-based solution gives the IT team the information and control it needs to help maximize uptime and lower support costs. The team is using the software for detailed fleet reporting, patch installations, upgrades and more.

Powerful Ricoh Pro C901 color production printers offer advanced capabilities to enhance print center performance. Wide media versatility and professional finishing options allow the university staff to complete more jobs — including more complex jobs — quickly in-house.

With the new robust printers and a core team of seasoned professionals at the helm, more print jobs go through the print center than ever before.

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RESULTS

More than 480 MFPs have been installed at OSU. Along with the powerful production printers in the print center, more than 2.5 million pages are produced annually.

By installing Ricoh digital multifunction products (MFPs), the university reduced the number of print devices on campus. In fact, nearly all inkjet devices have been removed. The new MFPs manage printing, copying, scanning and even faxing from a single device. Many of the new devices produce color output, and nearly all of them are connected to the network.

The print shop manages maintenance and service requests. The new versatile and reliable devices have reduced service calls significantly. When there is a problem, technicians can be alerted immediately for faster, more convenient service. With only Ricoh devices installed, supply replenishment is simplified too.

@Remote is used to capture inventory data on the new devices remotely. The meter reads have streamlined how the university can administer chargebacks for individual departments. Plus, @Remote allows the Printing and Mailing Fleet Management team to track usage, so devices can be mapped or swapped to extend the life of the devices and optimize efficiency.

"Our on-campus success has allowed us to extend our cost-per-copy services model to the Corvallis School District," said Grossman-Naples. "We monitor and maintain the devices and bill chargebacks just like we do on the OSU campus. We'll continue to look for ways to partner with the community and improve efficiencies for everyone."

Grossman-Naples believes the early success is sustainable, thanks in part to the incredibly efficient Ricoh devices. The MFPs are ENERGY STAR® rated to minimize energy use. They offer default duplexing to reduce paper and costs. In fact, they have helped the university reduce printer- and MFP-related energy costs by approximately 30 percent. Plus, Ricoh offers a convenient toner and print cartridge recycling program to lessen the impact that hundreds of print devices have on the environment.

OSU seeks to grow the scanning capabilities of the print center. In fact, the Printing and Mailing team has already begun to scan in student and faculty records.

"We've learned a lot during this process," said Grossman-Naples. "Now, we're using that knowledge to optimize document management to enhance efficiencies and reduce total cost of ownership even more."

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