



NUANCE

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CASE STUDY

CORPORATE - OFFICE ENVIRONMENT

Germanischer Lloyd (GL Group)

GL Group reduces printing equipment by 75% and print volume by 30%

CHALLENGE

As part of an office consolidation, GL required a fully supported, centralized print management solution that delivered cost allocation, document security, and user convenience within its flexible workspace environment.

STRATEGY

- Multifunction printer (MFPs)
- Equitrac Office
- Follow-You Printing.

RESULTS

- A 75% reduction in printing devices
- A 30% reduction in print volume
- Print cost reduction
- Paper consumption reduction.

ABOUT GERMANISCHER LLOYD (GL GROUP)

GL offers ship classifications and maritime services as well as expert advice, consultancy, advanced engineering, certification, training and software solutions for this and the energy industry. The company has a global presence and employs 6,800 service engineers. Its efforts are focused toward ensuring safety and protecting property on both land and sea.

As part of the GL Group's office consolidation and move into a single corporate headquarters in the Hamburg harbour area, Germany, Hans-Joachim Wode, Project Manager at GL, decided to also look at consolidating the company's largely unmanaged printing fleet. This consisted of 700 multifunctional and personal desktop printers.

WODE'S VISION WAS TO COMPLETELY REVAMP THE WAY GL GROUP PRINTED

by implementing a managed print services (MPS) solution - moving away from the wasteful use of disparate devices and benefiting from the advantages of streamlined high capacity multifunctional printers (MFPs) and services. Wode issued a public tender with several requirements, including central deployment of software, the ability to allocate departmental print costs, and a method to protect confidential documents from being left exposed at printers.

An implementation plan was outlined consisting of Equitrac Office, 3 production-level printer devices with finishing and folding options that would be placed strategically throughout the building to print brochures and customer certificates, 65 high-volume MFPs and on-site support (13 hours a day, 6 days a week).

THE EQUITRAC SOFTWARE allowed GL Group to track and allocate printing costs and to use Follow-You Printing® for the secure release of printed documents. Since Equitrac Office is integrated with the existing MiFare badges used for building access and canteen purchases, employees simply print from their PC then swipe their badge at the MFP to release prints from a virtual print server. Employees only print what they need and document confidentiality remains intact.

When scanning documents, the software receives the email address from Equitrac and stores the documents on a file server for 24 hours while the user receives an email with a link to retrieve the document. This keeps the email server free from scans that are often large in size. The user can open or download and save the document to a network folder.

WODE HAD STRONG EXPECTATIONS FOR THE PRINT MANAGEMENT SOLUTION

Before the deployment of Equitrac, GL employees were printing 1.2 million pages per month. Six months after implementation the company realized a 30% print reduction with almost 90% of the prints being done on the lower cost-per-page MFPs.

These cost savings did not come at the expense of user convenience. Employees have improved access to higher-end MFPs with advanced printing options. Now they can choose any printer in the building, including the 3 larger devices with special features. The larger printers are strategically located near 'top' users that print an average of 3,000 pages daily. By making the high-volume devices accessible to all employees to print to when needed, GL has been able to utilize less expensive devices in most areas of its headquarters.

The new GL Group headquarters contains flexible working spaces with technology corners, each containing one MFP that is used by 24-36 people. When first looking at the floor plan, Wode considered having a second printer in the technology corners for when one was busy or offline. However with many MFPs within a reasonable distance, he decided against having a "back-up" printer option. Wode comments:

"We decided against a back-up system because people are not limited to just one printer. With Follow-You Printing, employees can collect their print jobs at any printer."

WITH THE ADDED FLEXIBILITY TO PRINT TO ANY DEVICE on the network, Follow-You Printing helped make it possible to deliver a solution that resulted in a 75% reduction in GL's print equipment - essentially making each and every new MFP a "personal printer", since prints are released only when the employee authenticates at the device.

"It is always easy to send a print job to a device that is right there and accessible on a user's desktop. However, now that people need to go and collect their printing, they first think if it is really needed."

— **Hans-Joachim Wode**
Project Manager, GL Group

With the powerful functionalities available in Equitrac, Wode is convinced there is further potential for cost reduction and productivity enhancements. The GL Group now has the tools to control print costs and a worry-free managed print services solution.

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