

Customer Case

Managed service eliminates need for upfront investment

Frankfurt University of Applied Sciences

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Frankfurt University of Applied Sciences' on-site print centre was struggling to keep pace with technological change. Managing the print centre for the university as a professional enterprise, Ricoh now provides print as a service. Installing its own state-of-the-art production systems enabled Ricoh to improve service delivery and reduce production costs. The university has benefitted from significantly improved service levels without the need for investment in people or technology.



Managing buildings and facilities

The Frankfurt University of Applied Sciences (Frankfurt UAS) is situated in Frankfurt am Main, Germany. The university's four faculties - Architecture and Civil Engineering, Informatics and Engineering, Business and Law, and Social Work and Health - support more than 13,000 students from over 100 countries, many of whom go on to attain double degrees through study programmes with partner universities.

The university's modern city-centre campus comprises several major complexes. Frankfurt UAS's Facilities and IT Department are responsible for the upkeep of these buildings and the management of the university's campus-wide IT infrastructure and other essential services, such as the university's on-site print centre.

Professional partnership

Operating like a copy shop, the university's on-site print centre provided an effective service but was struggling to keep pace with technological change. Keen to improve the quality and professionalism of its print communication and to enhance efficiency by automating the submission and production processes, Frankfurt UAS sought a service partner.

Working closely with the university's Facilities and IT Department, Ricoh's Prince2 certified document consultants developed a service-based solution. Managing the print centre for the university, Ricoh provides print as a service. Staff can now submit work electronically to the print room where it is processed by Ricoh using state-of-the-art technology.

The print centre offers a wider range of services than before, and produces print communication of a higher and more consistent quality. And, with Ricoh charging for its services on an all-inclusive pay-per-use basis, the university has been able to take advantage of the latest advances in digital print technology without needing to make any upfront investment.

Objectives

- Outsource print centre management
- Keep pace with technological change
- Simplify procurement process
- Expand service range
- Enhance professionalism

Results

- Service-based solution
- Faster throughput / increased capacity
- Consistent quality
- Track and trace reporting
- Print services extended to students



Providing print as a service

Investment cost had been an issue for the university. To improve the service provided by its existing on-site print centre, the university needed to make a significant ongoing investment in people and technology but, with print volumes falling, it was hard to justify the expenditure. By the same token, it was clear that without investment, service levels would decline.

Ricoh's service-based solution resolved the conundrum. Instead of selling print technology to the university, Ricoh provides print as a service. Managing the print centre as a professional enterprise, Ricoh assumed responsibility for the people and equipment, and investing in its own technology, improved service delivery and reduced production costs.

Ricoh installed its latest Pro-series colour and black-and-white production presses in the print room. The high speed production technology produces immaculately presented print, of similar quality to offset, with minimal supervision. And, to expand the service offering and enhance productivity, the presses are equipped with automated in-line finishing systems.

Improved breadth and quality

To simplify procurement and improve visibility, Ricoh introduced a web-based submission system. Using Ricoh's intuitive web-to-print utility, university staff can select from a variety of services and upload files for processing. The intelligent software manages the production process, alerts the originator when work is ready for collection and charges the costs to the appropriate cost centre.

Prior to Ricoh's involvement, the on-site print centre had only provided print services for the university's departments. With an increased production capacity and the ability to manage short print runs as efficiently as longer print runs, Ricoh extended print centre services to students. Using Ricoh's smart app, students can now order and pay for a variety of professional print services.

The partnership with Ricoh is proving to be wholly advantageous. With Ricoh managing the print centre as a professional enterprise, the breadth and quality of service has been improved without the need for investment. And, what is perhaps surprising, is that unit costs have fallen too as Ricoh is able to produce print more efficiently using its own modern production systems.



We weren't looking for equipment, we were looking for a service partner. Ricoh was brilliant. They created a flexible service-based solution. And, because they charge for services on a pay-per-use basis, there was no need for us to invest in people or technology."

Walter Hirsch, Frankfurt University of Applied Sciences, Facilities Department

Solution

- Print as a service (PaaS)
- Print centre management
- Technology refresh
- Pro-series production presses
- Web-to-print procurement

Benefits

- No upfront investment
- Modern infrastructure
- Significantly improved service
- Transparent pay-per-use pricing
- Detailed cost-centre accounting

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