YSOFT SAFEQ™ CASE STUDY

A UNIFIED PRINT MANAGEMENT SOLUTION DRAMATICALLY REDUCED COSTS AND INCREASED SECURITY

INTRODUCTION

A well-known sports institution, Sport Lisboa e Benfica Futebol SAD, owned a huge fleet of local printers and multifunction printers (MFPs) of different brands. It was impossible to accurately track costs or to secure sensitive information. The company wanted to optimize the fleet of printers to make it easier to manage, reduce printing costs and ensure that the print environment was secure.

CUSTOMER PROFILE

Sport Lisboa e Benfica Futebol SAD is a Portuguese company that manages the famous professional soccer team, Sport Lisboa e Benfica, as well as other sports teams. Through subsidiaries and other affiliates, it also builds and manages stadiums, operates an investment fund, and runs an insurance brokerage.

CHALLENGE

The number of the company's small, unmanaged local printers had grown exponentially, making it impossible for the company to track and manage costs. MFPs in corridors had messy stacks of uncollected printed documents, including those with sensitive information that should not be available to anyone who walked by.

SPORT LISBOA E BENFICA FUTEBOL SAD, PORTUGAL

In addition, the wide array of vendors and printer models made it difficult for IT to manage and maintain the sprawling fleet. Whether attempting to maintain a complex inventory of supplies or trying to keep print drivers up to date, every task had become time-consuming and complex. The cost of printing had spiraled out of control.

Sport Lisboa e Benfica Futebol SAD contacted Konica Minolta. The first tasks were to assess the company's printing needs in order to optimize the fleet and centralize management of the print environment to get costs under control and keep information safe. Konica Minolta's answer to this complex problem combined a streamlined fleet primarily consisting of MFPs, and a unified print management solution – YSoft SafeQ.

SOLUTION

Three YSoft SafeQ features were critical to reducing costs and making printing more secure: Print Roaming, Rule-Based Printing, and Reporting.

To eliminate uncollected jobs at the printers, the Print Roaming feature was crucial. Print Roaming stores the job in the print queue and only releases the job to print once the employee uses a smart card to authenticate at a printer. This has three clear benefits. First, the user can pick up the job at the most convenient printer anywhere in the company. Second, documents are more secure because there is less chance that printed jobs will be left uncollected and unattended at the printer. Finally, if a print job is not released to print within a predefined period of time, it is automatically deleted from the print queue.

Rule-Based Printing is another important feature that helped Sport Lisboa e Benfica Futebol SAD reduce costs. This versatile feature lets administrators set up detailed print and copy rules for each employee role. For instance, the company can implement a rule to limit expensive, high resolution color printing to employees in the Sales and Marketing department.

At Sport Lisboa e Benfica Futebol SAD, another change that had significant impact was eliminating single-sided color printing for internal documents. The company uses Rule-Based Printing to enforce black-and-white, duplex printing for all internal documents. As a direct result of this single rule, the company has reduced the total cost of printing by seven percent. A second money-saving rule routed the majority of color documents to an MFP that prints high-quality color prints at a much lower cost.

Another revolutionary change was centralized management and tracking of print costs. Previously, the true cost of printing had been largely unknown. Thanks to YSoft SafeQ's Reporting feature, the company can now generate a precise view of the number of jobs and pages printed, as well as the exact costs attributed to each department or even a specific user. During the initial few months after implementation of YSoft SafeQ, the company used the Reports feature to further understand their print usage and develop additional rules to reduce costs even more.

APPLIED SOLUTION OVERVIEW

- Managed Print Solution (MPS) implemented: YSoft SafeQ 4 Professional
- Terminals: Konica Minolta embedded terminals with card authentication
- Locations: 3 sites / 34 MFPs + 7 printers
- Infrastructure: One central print server and external SQL database server

After the Konica Minolta analysis of our print environment, we decided to follow their recommendation and implement the YSoft SafeQ solution.

This change completely fulfilled our needs, the number of printed pages has decreased and the total cost of printing has been greatly reduced. We don't see any uncollected print jobs at the printers, so we know our sensitive information is safe.

RESULT

With the YSoft SafeQ print management solution, Sport Lisboa e Benfica Futebol SAD is confident that all printed, copied or scanned documents containing sensitive information are secure. In addition, the company has decreased the cost of printing and significantly reduced the waste of resources. Total print volume has decreased to 1.7 million pages per year – and the ratio of less expensive black-and-white documents to color documents is 60:40. What's more, the YSoft SafeQ solution is not only saving paper and toner – it is saving time too. The IT department can focus on other priorities because much less time is spent on print-related management and maintenance tasks. Company management is satisfied as well, with complete and accurate visibility into print costs anytime they need.