

# YSOFT SAFEQ® CASE STUDY

**NIelsen LOOKS  
TO REDUCE PRINT  
COSTS AND INCREASE  
DIGITIZATION**



## **PRINT MANAGEMENT SOFTWARE AND MODERN MULTIFUNCTION DEVICES**

A company aims to upgrade its printers to meet costs and digitalization needs while streamlining printer access management for a contractor workforce that varies in size on any given month.



## **CUSTOMER PROFILE**

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Their approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population.

For more information, visit [www.nielsen.com](http://www.nielsen.com).

## THE CHALLENGE

When it was time to upgrade its printers, Nielsen was looking for machines that were more reliable and that wouldn't break down as often as its previous machines. The business also needed fewer printers and copiers as a consequence of its focus on digitization.

Rita Helvadjian, senior administration assistant, Nielsen, said, "Like a lot of businesses, Nielsen is pushing for more digital workflows and interactions, so we needed to reduce the number of printers. We also wanted machines that were smaller, faster, and cheaper."

The new printers were distributed across two offices, with 300 users in Sydney and 80 in Melbourne. Nielsen needed a smarter way to manage its printers to keep costs low. For example, the company's existing licensing agreement was based on how many people worked in the company rather than on how many machines it had.

"We needed a solution that would let us report on printer use. We also needed a better way to track staff through the system and ensure everyone could access the things they needed to access, without retaining that access once their contract was finished."

## THE SOLUTION

Nielsen went to market for a competitive tender to get the best printers for the best price and for a partner who could provide software solutions for their print activity reporting needs. The Konica Minolta devices were chosen for their reliability, functionality, and lower cost-per-print than competitive machines.

Konica Minolta recommended Nielsen implement the YSoft SafeQ enterprise workflow platform, which is based on a per-machine licensing cost rather than per-user.

Rita Helvadjian said, "We were looking for a solution where every individual would enter their tag and log in before printing, which would identify them. We wanted to see a monthly report with full transparency into printer use so we could see where we could reduce costs."

## RESULTS

Rita Helvadjian said, "We can give business users and managers a report that shows who is the highest printer user. We can use that information to identify whether people are printing unnecessarily and if there are ways to reduce the amount and cost of the printing they do. In the past, we had to manually manage people's access to printers, which was time consuming and not always efficient or accurate."

When it comes to the Konica Minolta machines, Nielsen is getting the return on investment it had hoped for.

Rita Helvadjian said, "The Konica Minolta machines are fast and reliable. We have a flexible rental contract so we can reduce the number of printers if necessary or add others if needed."

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**— Rita Helvadjian**  
senior administration assistant

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