

@Remote Success Story

With measurable success, @Remote supports utility company's TCO objectives and green initiatives through intelligent MFP deployment.

Energy Industry

Vol. 1, Issue 3

@Remote Builds Long-term, Strategic Relationship

One of the nation's largest energy suppliers needed to reassess its business model. The mission: Consolidate and streamline internal processes and disengage from activities not directly related to the core business - the delivery of natural gas and electricity. The process began with a Request for Proposal (RFP) issued to major office equipment vendors; Ricoh, Canon Direct, IKON, Konica Minolta, Xerox and Hewlett-Packard (HP) responded. The winning vendor would take responsibility for service, supplies and billing for an expansive fleet of 12,924 copiers, printers, scanners, fax machines, wide format and multifunctional products (MFPs), in 298 locations. The 18-month contract value: \$5.2 million in hardware and \$2.6 million in Total Document Volume (TVD).

"We were involved in a long battle with HP, who had a 13-year relationship in the connected environment with the company," says Kathleen Carr, Ricoh General Sales Manager, Strategic Accounts. "Our Solutions Team had been involved with this customer, as the unconnected product supplier since 2002. Being the underdog, we had to focus on our ability to hit every product segment in the RFP, provide consolidated pay-per-click invoicing, support customization requirements and leverage our alliance partnerships. We could also cross-train our technicians and service all the HP printers. Another key differentiator was @Remote. We showed them how @Remote finds and captures device data; HP's Web Jetadmin didn't compare to @Remote in defining what we needed."

Having presented the strongest value-add proposition, Ricoh was awarded a contract for all imaging devices through 2010. "Though a host of factors resulted in our winning the contract, @Remote was essential," explains Carr. "Very simply, @Remote enabled us to perform device discovery and capture clicks. We could locate low-hanging fruit, as we call it. These are devices that generate less than 500 impressions per month. We rolled them into the nearest MFP. Devices that had the highest volume per month were replaced with a dedicated MFP. This strategy has allowed us to remove 462 HP printers and 800 fax machines, in the last 18 months alone, for a 33 percent reduction in the total number of devices. Our goal is 50 percent by the end of 2009."

Cont.

CHALLENGE

- Improve operating efficiencies and streamline workflow by redistributing document processing power across the entire enterprise.
- Meet IT objectives with an MFP integration methodology that aligns with environmental and financial goals.

SOLUTION

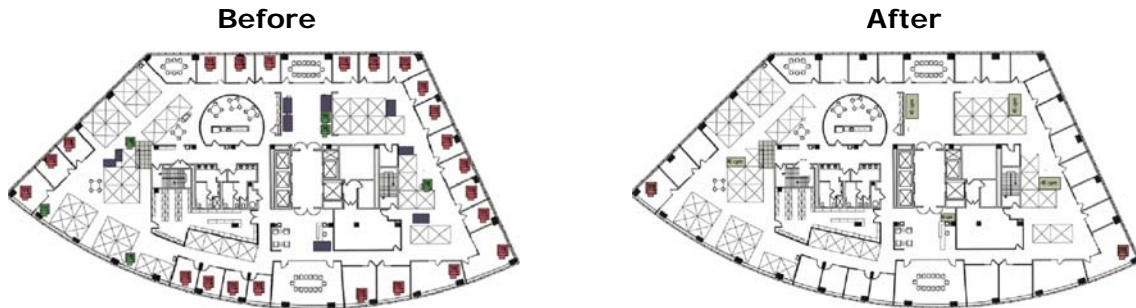
- Implement @Remote as a discovery tool to provide visibility into an expansive fleet.
- Identify and monitor under- and over-utilized network devices.
- Leverage labor-savings over manual device data collection.
- Use data to make informed fleet management decisions.

RESULT

- Implemented an environmentally friendly, IT sustainable device deployment strategy.
- Reduced the total number of devices by 33 percent, dramatically lowering TCO.
- Realized a \$2.5M TDV savings in 2007 alone, with an estimated saving of \$3M by 2009.

Prior to right-sizing the fleet, Carr's Solutions Team, including Michelle Meyerhoff, Lindsay Harris, Lauren Rivera, Jerry Zavagno and Crystal Hanson, conducted a thorough assessment of the customer's device population by mapping each floor, as outlined in the Ricoh Green Floor Initiative (RGFI). RGFI principles involve taking @Remote device data, exported to Excel, and adding the Typical Energy Consumption (TEC) values to each device and determining the Estimated Carbon Emissions (ECE). By reducing the total number of devices, the associated carbon footprint is reduced. "Our customer's number one priority, besides supplying gas and electric, is energy conservation," notes Carr. What we were able to do was recommend a new network device deployment plan that addressed both TCO objectives and fundamental 'Green' initiatives.

Ricoh Green Floor Initiative (RGFI)



While standalone printers and fax machines are being removed - 35 just last month – Carr's Solution Team has increased the customer's connected MFP installed base. Using the Ricoh B2C (black-to-color) concept, the group has migrated the customer to full-color devices. "We're really attacking the color HP products right now, using the low-hanging fruit concept, again, to shift all devices over to Ricoh. This has enabled us to save the customer \$2.5 million in 2007 in TDV; the total TDV savings through 2009 is estimated at \$3 million."

With measurable cost-cutting success, the contact has been renewed for \$12.8 million, \$6.2 million earmarked for capital acquisition and the remainder for maintenance. Carr and her team hope to get that down to \$5 million over the next 18 months by using @Remote to further analyze high-volume output to determine where additional efficiencies can be gained.

What's next? The customer has engaged Ricoh to begin a full-scale "Transformation Project," involving 9,000 non-networked devices, representing 18,000,000 clicks per month. No RFP required.

###

RICOH

www.ricoh-usa.com

Ricoh Americas Corporation, Five Dedrick Place, West Caldwell, NJ 07006

Ricoh® and the Ricoh Logo are registered trademarks of Ricoh Company, Ltd. All other trademarks are the property of their respective owners.

10/08

