

Commercial Customer Story

A print environment overhaul



Management Need

Bakers Delight's printing environment was out of control. Numerous offices, with a variety of contracts and devices and the lack of central oversight made print management impossible. CIO Joanne Stubbs knew that they were paying far too much for far too little.

Staff were able to print any documents, resulting in a waste of paper and unallocated budget. Not only would Bakers Delight save on paper by moving to a new system, but it would also save on power costs as well.

The Solution

Implementing PaperCut MF across the Bakers Delight network started at larger sites, giving the business greater control and understanding of the company's entire print infrastructure. Staff were able to queue jobs at the printer of their choice, and were even able to use the same card for accessing their work building as well as printing.

Result

The results were a resounding success – PaperCut MF cut printing costs at Bakers Delight by 18% in the first 12 months, with print volumes continuing to decline. Even three years into the program, PaperCut MF was able to continue delivering more cost savings, waste reduction and the opportunity for less power consumption over time.



Customer Profile

Bakers Delight

Country Australia

Users 150+

Website bakersdelight.com.au

Bakers Delight is Australia's most successful bakery franchise. Since 1980, this Australian owned company has grown to over 700 bakeries across four countries, serving over two million customers each week.



Configuration

Product PaperCut MF

Workstations 350

Grayscale Printer Ricoh

Color Printers Ricoh & Lexmark

Primary Server Single

"We have sorted out our print management solution for the foreseeable future. Not only have we regained control over waste and spending, but we have a plan to further improve our environmental footprint through power savings."

CIO, Joanne Stubbs.

Too many contracts create chaos

Bakers Delight CIO Joanne Stubbs discovered that they had a variety of printing vendors with contracts in place.

"The printing companies were charging exorbitant prices for services like one printer in one office," she said. "It was obvious that by rationalizing the contracts – some of which had even been signed by people without authority to sign – we could save money not only in outgoings, but also in our internal administrative processes of vendor management, cost monitoring and chargeback."

Stubbs was also keen to see an improvement in Bakers Delight's environmental footprint.

An obvious first step was to reduce print usage, but Stubbs also indicated that power usage was in her sights.

So what could be done?

Searching for a solution

Bakers Delight went to market, searching for a provider that could consolidate printing solutions.

Upstream Print Solutions was selected as the hardware and print management vendor. Seamless integration into Bakers Delight's multi-vendor environment, rapid deployment time and ease of administration were critical.

The deployment also included RFIdeas card readers, a device agnostic solution, used for staff identification. Existing Baker's Delight staff access cards were not compatible with any card reader, however the addition of a simple, stick-on HID patch resulted in the cards working with both the RFIdeas reader as well as building security with PaperCut MF's Find-Me Printing.

Using Find-Me Printing, print jobs are queued and printed at the user's device of choice after user authentication via a swipe card or other device login.

It was an easy fix to drive a fundamental change in print behavior. Now with PaperCut MF and RFIdeas in place, jobs are queued for a maximum of 24 hours, during which time users can print or delete the job. PaperCut MF was rolled out alongside the fleet upgrade, site-by-site, across a one month period by Upstream and Bakers Delight staff. Updates are easy as new devices or users come online.

A resounding success

A combination of managed devices and PaperCut MF reduced the cost of printing by 18% in the first 12 months, a further \$1,000 per month in the following year, with print volumes continuing to decline since.

"With the introduction of the system, and supporting departmental budgets and cost allocation, users are much more aware of the impacts of their printing," says Stubbs.

"We implemented full departmental chargeback, with Upstream's bill automatically fully reconciled with PaperCut MF data and each user's printing charged back appropriately. We've also been able to standardize on a cost-per-page for printing across the business, making financial forecasting simpler and more accurate."

What's next?

As the need arises, the smaller 5-6 person offices could be brought online with PaperCut MF and the Upstream managed solution. The remote offices can come on board easily and integrate completely at any time.

Stubbs is also looking to standardize the fleet for power savings management, and is actively working with Upstream to implement an out-of-hours power-off strategy.

Environmental savings

"With no accountability, it's too easy to simply print too much.

It's wasteful," remarked CIO, Joanne Stubbs

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