SHARP®

Growing Shoe Manufacturer Increases Security and Goes Green with Sharp

When secure printing and paper cost became an issue for a rapidly growing shoe manufacturer, Cell Business Equipment came to the rescue, equipping Sharp document systems with PaperCut MF™ and card reader technology.

Business Environment Challenges

A growing Japanese sports shoe manufacturer with its U.S. headquarters in Orange County, CA, was going green and realized that they were experiencing a lot of color toner waste. Multiple color printouts were sent to the office document systems and would regularly sit on top of the printers or end up in the recycling bins. Additionally, employees were wasting paper with single-sided printing, and using up toner for color printouts that could have been done in black and white.

The company also needed a better way to enforce secure printing. Because employees had to log in to a printer every time they needed a printout or a copy, there was often a queue of people at the copiers. With multiple employees working at the location and only 22 printers, this became quite a challenge.

Technology Solutions

The company turned to Cell Business Equipment for help. Cell Business Equipment furnished the company with PaperCut MF for the 750 users and replaced any non-Sharp devices with MX-M5141 and MX-M4141 Sharp multifunctional printers (MFPs). PaperCut MF integrates seamlessly through Sharp OSA® technology, enabling secure print from any network MFP along with tracking of all MFP activity. As employees already had HID card technology to access the building, the company installed RF IDeas pcProx™ Plus Enroll card readers on the MFPs to use in conjunction with PaperCut MF. This enabled employees to swipe their ID badges and authenticate at the MFP without manually entering their credentials.

Industry
Manufacturing

Organization
A shoe manufacturer in Orange County, CA

Dealership
Cell Business Equipment

Challenges
• Needed a way to minimize color toner and paper wastage
• Enforcing secure printing without creating a log jam at the printer

Solutions
• Replaced most of the existing MFPs with MX-M4141 and MX-M5141 Sharp devices
• Connected PaperCut MF to all of the MFPs
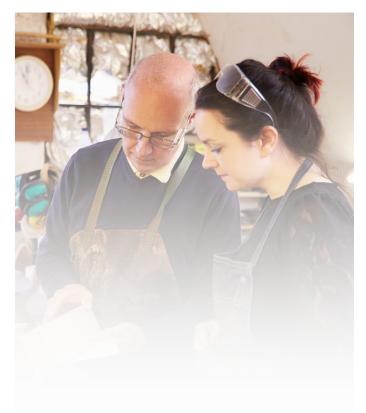• Connected RF IDeas pcProx Plus Enroll card readers to MFPs

Results
• Less paper and color wastage means the company is able to be greener and save money
• PaperCut MF Find-Me printing allows users to access printouts from any MFP
• Integrating PaperCut MF with the employee card allows for tracking of printing activity per employee and better security

Proven Results

Thanks to PaperCut MF's Find-Me printing feature and the RF IDeas card readers seamlessly mounted inside of the MFPs, users can now walk up to any printer in the office, swipe their ID card, find their print job and then release the document. This helps eliminate the risk of confidential files sitting on top of printers. Additionally, because users now have to choose whether or not to print their files while standing at the printer, both color printouts and paper wastage have been reduced by 25 percent. Implementing PaperCut MF with the RF IDeas pcProx Plus Enroll card readers allows for better tracking of employee activity at the document systems.

Aesthetically, the company likes the sleek user interface with the large touch screen and keyboard of the Sharp MFPs. They also like the fact that the Sharp OSA platform easily integrates third party software, such as PaperCut MF with their Sharp MFPs. Another reason they preferred Sharp was because competitors were not able to mount card readers inside the MFPs while preventing unsightly wires and Velcro from being visible. The clean lines of Sharp MFPs fit well in their state-of-the-art facility.