HELPING HIGHER EDUCATION COMPETE

Our client is a private professional education institution. With a student body of over 15,000 and a faculty of 3,500, they compete with Universities for their enrollment numbers. Part of their strategy is hiring the right professors and the other part is properly investing their revenue in their institution.

Challenge
The goal here was to look at the way our customer manages documents, review their processes, and give them a solution that would give teachers their time back and keep the debt stream low.

In this particular sale we faced many executive (“C”) level contacts. We knew they were going to be analytical and we were going to have to back up our sale with logical computations. Getting the chance to speak in front of this audience was just as important as making sure we were speaking their language. We knew the first step was to measure their current volumes and understand their issues so when we developed a better solution we’d have something to compare it to.

To discover their current usage we met with individual departments and ran @Remote to understand their mix of products and how they were being used. They were using multiple vendors with varying purchasing decisions. We noticed this left a lapse in communication and over time has caused a build up of in-use and yet-to-be used inventory. 39% of devices were personal printers doing 9% of volume and 11% of their fleet was MFPs doing 39% of their volume. They told us that they were experiencing serious bottle necks and incurring unnecessary capital costs.

Solution
To understand the challenges our client faced we first placed @Remote to track their usage. After discovering that they were spending significant money on personal printers, and even more on MFPs that...
should have been printers, we created an MFP + P plan for our customer. We put together a plan that created a unique value for our customer, which separated us from our competition.

Due to our full line of products and solutions, the familiar Ricoh interface, and our ability to track full usage of all our connected equipment, we put together a solution that even our competitors could not stand up against. In fact, our customer liked our proposal so much, they used our specifications from our proposal response. Our MFP + P strategy along with our preliminary @Remote report analysis was a success.

Results
We sold them over 300 units, provided scan to email for improved document routing, captured 30 million impressions and closed the deal on $5 million in business. With our MFP + P strategy we were able to move costly desktop volume to MFPs and move current MFP volume to lower cost printing units. Their new solution increased the average hourly usage per unit from 2.1 hours to 2.93 hours, reduced the number of units on the floor by 40% and will save our customer $1.75 million over the life of the contract.

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