



Case Study

Ambuja Realities

MANAGED PRINTING

Ambuja Realty™

Ambuja Shifts to Centralized Printing With Somnetics' Help

Customer: Ambuja Realities

Customer Size: 500 + in Rajarhat Br.

Vertical: Real Estate

Requirements:

- Rescue from multi-vendor hassles
- Less Maintenance problems
- Reduction of printing cost
- Reduction of printer misuse
- Centralized printing

Solution Provided:

Managed Printing with

- Centralized printing
- Creation of printing workgroup
- Machine replacement and maintenance with buyback facilities
- Single window system
- Single invoice

“We are highly satisfied with the kind of service provided by Group Somnet and would like them to continue with this service in the long term.”

An Ambuja official who resorted to us

Ambuja Realty is one of the leading builders in India under Ambuja Neotia Group of Companies and is considered as one of the pioneers in real estate boom in West Bengal. This entity has contributed a lot in infrastructural development of West Bengal. They have been the Office Automation client of Group Somnet for a long time and bought entry level copier like iR2016J from us before. The organization needed a printing environment with more administrative control at a lesser cost.

Business Needs

The business requirement of Ambuja aimed to address the problems related to printing in the Rajarhat Branch which suffered from poor decentralized printing with more than 1000 hardcopy generation per day from 500 employees in a single branch. There were more than 20 pre-installed printers bought from various vendors that were scattered in various parts of the office. “This led to maintenance of different

AMCs for different machines, looking after their contracts individually, and hunting for different types of compatible consumables and spares for each model. There were no dedicated person to look after the entire printing system.” says our client representative. Untimely maintenance, overuse, printer manhandling due to lack of training increased the printing expenses to multiple folds.

They wanted a solution that would cut down the printing expenses, enforce a centralized printing environment and bring down the misuse. They also wanted to get rid of the maintenance hassles associated with multiple vendors.

Solution

The first issue that needed to be resolved was decentralized printing. For that matter a centralized print management facility for the printers was incorporated. A central remote print administration was introduced. A print management software was installed which would track the printing activities conducted across the organization.

The second issue that persisted was doing away with the multi-vendor hassles. All pre-installed printers were taken back. The old Canon iR2016J they bought from us were taken as buy back, refurbished

and re-installed. Some new Canon iR2525 was distributed amongst ten different departments and floors. With a single vendor all they had to track was a single invoice per month.

In order to check the rising cost, duplex printing was promoted along with implementation of printing quota for each employee on the basis of print auditing conducted in all the departments. Printing workgroups were created. Now, with only Canon printers installed everywhere, it was easier for them to cope with the consumable and spare compatibility issues.

Somnetics provided printing facilities, LAN integration, supply of software and training. We deployed manpower for one month to train and incline the users towards our MFD. User motivation and involvement was a key point in migrating decentralized printing to a centralized printing ecosystem.

Benefits

Reduction of cost

Enterprise printing cost was reduced to 40%. The expenditure involved in maintaining multiple printers bought from multiple vendors were substituted with just ten of them. “With the implementation of duplex printing and printing quota, the money previously wasted on buying papers and toners were reduced to almost 30%.” says the official.

Better Print Management

With a single window system and single invoice per month, it eradicated the necessity of tracking the AMC of different vendors and paying their charges. “Centralized administration and tracking system could keep a tab on all the clicks. We can easily audit which click was necessary and which one was not” he added. Complete administrative control over print volume was attained.