

Case Study

Ogilvy



Chris Bjorklund, IT Manager, Ogilvy and Craig Slaughter, Studio Manager, Ogilvy Redworks Studio

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Chris Bjorklund, IT Manager, Ogilvy

Project Summary

Requirements To improve capability, increase reliability and reduce operational costs.

Solution Ricoh’s multifunctional throughout office areas. Ricoh production printers. Print and copy control solution.

Benefits

- Complete visibility of printing costs
- Reduced printing costs
- Remote diagnostics
- Increased capability and colour collaboration
- Easy to use
- Release confidential documents through Follow-You™ printing



Case Study: Ogilvy

Background

Internationally renowned advertising agency Ogilvy handles work for clients including Auckland Council, Rebel Sport and Coca Cola. Around 230 people work at Ogilvy, helping to make it the second largest ad agency in New Zealand.

The challenge

The Ogilvy team pride themselves on meeting tough deadlines. Their previous provider did not meet some of their service obligations and as a result, affected deadline schedules. Ogilvy also wanted to drive print costs down and benefit from devices equipped with the latest technology and solutions.

The solution

The Ricoh team came in and assessed Ogilvy's requirements. They explained all the features and new technologies that would suit Ogilvy and also reduced the number of MFDs*. New Ricoh MFDs were installed, all equipped with a cost recovery solution to drive down print costs, plus two of the latest Ricoh Pro™ C651EX digital production printers.

Benefits

Complete visibility of printing costs

The cost recovery solution gives Ogilvy complete visibility of total print volumes and volumes per user and department. "It gives us the power to see what we're printing. It's quite transparent" said Chris Bjorklund, IT Manager.

Reduced printing costs

Significant cost savings are being achieved with their cost recovery software. Staff have to 'release' print jobs at the MFD by keying in a unique number or swiping their ID tag. After four hours, uncollected print jobs are deleted. Craig Slaughter, studio manager at Ogilvy's printroom, noticed a 90% reduction in wastage. "We went through two wheelie bins a week, now I don't even have a bin by my desk."

Remote diagnostics

With Ricoh's @Remote software, Ogilvy and Ricoh receive remote diagnostics for all their Ricoh devices. This assists with service, meter readings and automatic toner ordering. According to Chris "It's like an organism that's been installed. It just looks after itself."

Increased capability

Ricoh devices are proving their worth with a variety of key features, including high levels of colour matching and printing consistency across all machines. As Chris says "The machines' capabilities have increased our capabilities. They're in a totally different league. It would never have been possible to print things in house for clients before."

Colour collaboration

Ogilvy have two departments that run the same device models, in order to give them equivalent and consistent output. As Craig says, "This is a huge asset, we are not needing to use a colour proofer at the moment. The old machines never had colour accuracy."

Flexibility and confidentiality

The MFDs all have Follow-You™ printing installed. Chris was quick to point what this means for Ogilvy; "One of the many great benefits of the system is that users can send confidential documents to print and choose when and where to release them."

Fast and easy roll out

Chris was surprised at the smooth roll out of the solution. On the morning of installation, he received phone calls with queries from staff. By lunchtime, these had stopped. "The adoption by users was incredible. It's intuitive and trouble free", stated Chris.

Why Ricoh?

Ricoh's fresh and modern approach provided a solution that was tailored especially for Ogilvy to meet all of their needs. Chris said with Ricoh, he "hardly gets involved. Which is a testament to how robust the devices are."

Ricoh Pro™ C651EX

- Impressive 65 ppm single-sided and duplex printing
- 4,800 DPI resolution
- Broad media support, up to 300 GSM duplex.



*Multifunctional device (MFD): A single machine that, depending on options selected, acts as your copier, printer, scanner and fax.

To discuss your requirements with a Ricoh Consultant,
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