

Outsourcing document services transforms government training agency's relationship with print

Syntra Midden Vlaanderen, a government funded training organisation, outsourced document production to Ricoh. High quality training materials, ordered via Ricoh's web service, are delivered to site within hours of submission. Ricoh's service has released resource, saving the organisation considerable sums of money. Relieved of the need to manage print, Syntra is able to focus on training.

Customer Objectives

- Outsource document production
- Automate order process
- Meet peaks in demand
- Reduce process costs
- Release internal resource

Ricoh's Solution

- Outsourced facility
- Wide range of services
- Web-based submission
- 48-hour turnaround
- Rationalise imaging fleet



Vocational Training

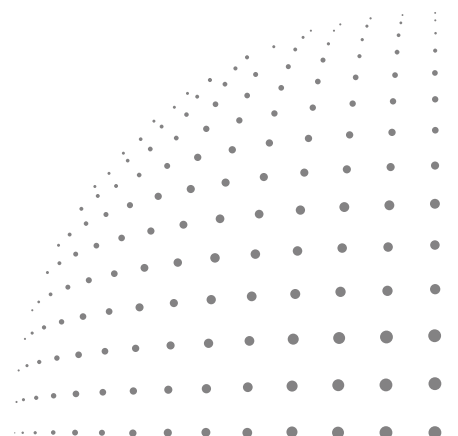
Syntra provides apprenticeship and vocational training. The government funded organisation has 5 campuses in Flanders which provide training for 30,000 people every year. Hands-on training is supported with an array of professional education tools, including bespoke training manuals. Prior to Ricoh's involvement, these were printed by employees at each of the campuses.

The process was not efficient. The organisation devoted considerable internal resource to print production. Each campus maintained its own production facilities. At times of peak demand, such as the start of a new semester, there would often be production delays. Local copy shops, utilised to backfill capacity, were an expensive option.

Outsourced Document Service

Keen to improve process efficiency and reduce costs, Syntra turned to Ricoh. Ricoh's document consultants engaged with Syntra's management team to gain a thorough understanding of needs and objectives. The existing workflow was mapped and document volumes recorded. Armed with detailed information, Ricoh proposed a new and more effective solution.

Production of training manuals and other support materials was outsourced to Ricoh. Simplifying the order process, Ricoh established a web-based submission system. Orders placed online are fulfilled by Ricoh at its off-site production facility and delivered to site within 48 hours of receipt. Ricoh also helped Syntra rationalise its in-house imaging fleet.



Customised Solution

Using Ricoh's web-based ordering system, Syntra's trainers are able to submit documents for printing from the comfort of their desks. Requirements such as colour, finish and quantity are determined at the time of submission. The documents are printed by Ricoh in its central production centre and delivered to site ready for use within 48 hours of ordering.

The web-based system provides full service transparency. Users are able to track the progress of their work. The PDF workflow ensures that the printed documents are identical in appearance to the materials submitted. A transparent price structure means that production costs are understood when an order is placed and accurately charged back to the ordering department.

With Syntra's production needs fulfilled off site, Ricoh was able to rationalise Syntra's in-house imaging fleet. Redundant equipment was replaced with a smaller, optimised fleet of multifunctional products (MFPs). The MFPs meet short run print needs and provide flexibility should extra training materials be required at short notice.

Outsourced Service Benefits

Ricoh has transformed document services at Syntra. Ricoh prints more than five million pages a year for the organisation, compiling complex document sets and delivering them to site within 48 hours of order. Prior to Ricoh's involvement, they would have been printed by salaried employees at campus level, tying up headcount and capital.

Ricoh's production facilities have virtually unlimited capacity, which means that Ricoh's service easily meets peaks in demand such as those experienced at the start of each new semester. Ricoh offers a more comprehensive range of print services than were available in-house, and the materials produced by Ricoh are of consistently high quality.

Outsourcing print services to Ricoh and rationalising the in-house imaging fleet has saved Syntra considerable sums of money. Capital that had previously been invested in equipment has been released. Training materials are now paid for as they are consumed, improving the visibility of costs and simplifying the budget process.

Service Improvements

- Consistent quality
- Guaranteed lead time
- Web-based tracking
- Transparent price structure
- Fully scalable solution

Business Advantages

- Outsourced solution
- Reduced capital employed
- Lower headcount
- Wider range of services
- Lower unit costs

“Ricoh has transformed our relationship with print. We no longer need to manage and resource complex document services in-house. Outsourcing print production to Ricoh is saving us money and has allowed us to focus on our core competency, the delivery of first class vocational training.”

Bernard Strosse, CEO, Syntra Midden Vlaanderen

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