Canon
Delighting You Always

REAL
SOLUTIONS
Real Estate Industry

OVERVIEW:

Customer Name
BPTP Limited

The Challenge
- Increase printer uptime
- Lack of document security and accountability
- Reduce paper and ink wastage
- Optimize print access & ease of use

The Solution
- uniFLOW
- imageRUNNERs

The Results
- Maximum document security
- Flexible printing with ease
- Increased document accountability
- Reduced wastage and printing costs
- Increased customer confidence

Paving The Way To Improved Efficiency With Canon Solutions

BPTP's focus on increasing real estate industry has ensured that they are constantly in touch with the environment and environment friendly activities for themselves and for the industry as a whole. And it is this need of print service management that they intend to continue setting with Canon solutions in place.

BPTP Ltd. is the fastest growing real estate developer in the National Capital Region. In the 8 years since its inception they have grown steadily and have left a lasting imprint on the capital's cityscape. The key customers of the organization are prospective home owners for residential projects and retailers, multi nationals for retail & commercial projects respectively. BPTP attracts global investors like CPI, JP Morgan Chase & Company group of companies & Merrill Lynch.

The company has a land bank of over 2000 acres, and 3.5 cr. sq. ft. of residential and commercial space that has been sold and is under multiple stages of development.

Tailoring Canon's solution to fit every need

Canon India worked together with BPTP to create an optimal solution that meets their needs.

"Just like BPTP, we believe that it is important to create a transparent, value-based relationship with our customers. We delve deep into the customer's environment, unified as a team, to understand their work processes and concerns in order to tailor a Canon solution that would be a right fit," said Mr. K. Bhaskar, Director of the Office Imaging Solution Division in Canon India.

Then: Increasing printer uptime and environmental concerns

During Canon's evaluation of the workplace situation at BPTP, they noticed that the company was moving into their new swanky office call BPTP Crest and wanted to ensure that the products installed met the demands of new office premises in terms of performance, quality and efficiency. Due to increase number of regular prints and absence of a quick printer uptime it was extremely difficult to keep the pace.

In addition, the absence of a systematic way to track usage in the company, it was extremely difficult to impose meaningful controls over their large employee base. Apart from unnecessary printouts and single-sided printing, uncollected printouts and faxes were also common at the machines, becoming a significant contributor to the increase in printing costs. In addition, all these problems were also hindering continuous efforts of BPTP to go green and conserve natural resources.

> **"** We tried for various other print management service providers however, we were impressed by the way Canon analyzes to ensure a smooth transition. They worked as a team with us, to ensure the solutions would perform seamlessly in our company, customizing them to work within our premise. We knew we could rely on Canon, not only for their innovative technology but also for their services. **"**

Mr. Vilakshan Jakhu
CIO & Sr Vice President, BPTP
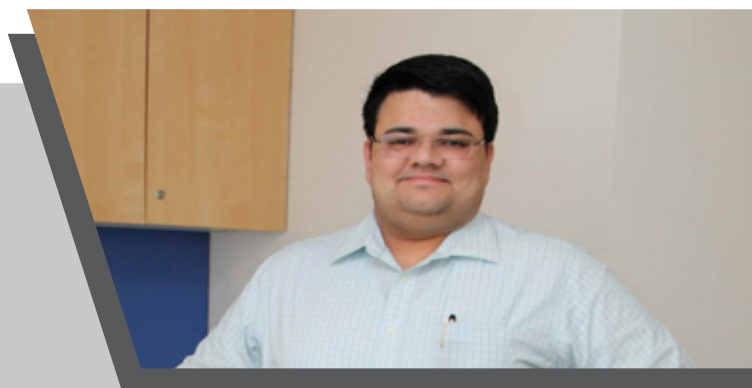
Then: Lack of security and accountability

Reliability has always been the hallmark of BPTP's success. Working with many global customers, it is imperative for the company to uphold a high level of trust and accountability. To BPTP, this is a cornerstone in building and growing long-term relationships with customers.

BPTP's problem had to do with the management of printing of a large volume of documents at a faster rate, but ensuring that the security of individual's details are also taken care of. More because some of these prints were on value documents like government issued Stamp Papers. Since BPTP was shifting to a new office environment and wanted to ensure cost reduction in print infrastructure over 3 years, they wanted a solution that will address all their requirements.

In addition, to manage the cost the devices installed should have been able to produce an audit trail or track the company's print, scan and copy activities.

Mr. Parminder Singh,
CTO & Sr Vice President of BPTP

Mr. Parminder Singh, CTO & Sr Vice President of BPTP emphasized, "We have benefited hugely from this installation, giving us greater ROI and larger benefits in terms of value and cost savings overall. This has also resulted in an overall reduction in our costs by over 25%. Our success is built on a level of quick turnaround time, trust and confidence that our clients have with us. We wanted to look for a solution that could ensure this promise. Canon has helped us deliver on our promise and commitment to our customers"

Today: Paper and ink wastage & optimize print access

Canon analysed these concerns and other challenges related to flexibility, control and growth. The following 2 simple solutions were proposed to meet all their needs:

uniFLOW & imageRUNNERs

uniFLOW enables users to print and collect documents from any Canon multifunction printer (imageRUNNERs). This helps staff to be more flexible in their printing, as well as provide additional document security by ensuring that only the authorised user can activate and collect the documents at the device. Users will be able to pick up their documents at any machine throughout the office, instead of the previous need to pick them up at their selected printers, thus providing added convenience and improvement in productivity.

By letting users authenticate and retrieve jobs at Canon machines, BPTP also reduced the number of printouts left in the tray, forgotten documents and even accidental multiple printouts which are often thrown away.

Reports are also generated by the company, with details on who prints what, how it is printed (i.e. duplex, single sided), with which devices and how much it costs the company. With such reports, it is now possible to analyse the data and show users how much has been printed in each department.

Security is also enhanced with other solutions. It provides the necessary audit trails to ensure that there is accountability on the scanning paths of all confidential documents in the office. Embedded within the imageRUNNER, it makes secure document imaging available to all their staff with ease. Staff can now authenticate themselves with a single sign-on and be able to distribute documents directly to their network file folders and Document Management System.

With that, the company will be able to account for every single document each staff has scanned or distributed, to whom it has been sent to, when and how it was delivered. These 2 solutions allow BPTP to conserve, cut printing costs and most importantly, ensure that their promise of confidentiality is maintained.

A success story!

To assure BPTP of the benefits of the proposed solutions, the Canon Team diligently worked with their IT team to study their infrastructure, and conducted a Proof of Concept (POC) at their office premises. And BPTP was convinced.

With uniFLOW solutions implemented in 2011, there was an overall reduction in paper consumption and over 25% reduction in printing costs resulting in substantial savings in BPTP.