Canon
Delighting You Always

GREEN
INITIATIVES
Hospitality Industry

OVERVIEW:

Customer Name
Galaxy Macau™

The Challenge
- High printing cost
- High paper consumption
- Unsatisfactory print job efficiency
- Inadequate document security

The Solution
- uniFLOW
- Print Anywhere
- imageRUNNER Advance

The Results
- Reduced printing cost
- Reduced paper consumption
- Enhanced print job efficiency and security
- Fulfilled corporate green initiatives

"Before Galaxy Macau ™ opened, Galaxy Entertainment Group ('GEG') was looking for business partners that could meet the company's 'World Class, Asian Heart' philosophy – to deliver an exceptional customer experience with a very local, authentic, Asian service style," says Ken Vong, Assistant Vice President of Customer Services, Information System and Technology, at Galaxy Entertainment Group. "In the case of Canon and its uniFlow system, it was about genuine care for the Macau community and GEG's environmental concern about paper consumption.

"With UniFlow, not only can we manage our print volume, but we can also take advantage of a new kind of printing experience."

The uniFLOW system allows Galaxy Macau to set all of Canon's Multi-Function Devices (MFD) by default to black & white, and even allows for the selection of 'full duplex' and 'secure print' options to reduce paper usage. It also provides the tools to track the print volume and cost of every single department across various categories. For example, how many prints are being made in black & white or color, or how many copies are being made – as well as who is accountable for the printing costs. It also generates a "Print Health Report" on a regular basis, giving Galaxy Macau up-to-date oversight of their print output.

This system provides a universal print experience with a secured function, which requires an employee to swipe their staff card to print, and a redundancy function, which allows users to send their documents to any of the company's Canon MFDs, even when there are out-of-service machines. This means staff can print securely anywhere Canon MFDs are located – on different floors, or even in different buildings and properties.

"Just imagine the MFD nearest to you isn't operational for some reason, you don't need to call anyone to help or assist – just go to any other MFD to print your job by swiping your staff card," explains Mr. Vong.

Galaxy Macau saves up to 3.0 Kw per week with one MFD, or an average of around 23,000 Kw per year. In terms of cost savings, that's around MOP$23,000 per year.

"Galaxy Macau is concerned about energy conservation, and so is Canon," Mr. Vong adds.

KEN VONG: Assistant Vice President of Customer Services, Information System and Technology, at Galaxy Entertainment Group

Seeking Service Excellence

"Another reason for Galaxy Macau to choose Canon is that they are the only company to proactively propose using a toner cartridge recycling program," says Mr. Vong. "We print a lot of paper every month, and that means a lot of cartridges. Some companies just put them in the recycle or trash bin, but Canon tries to recycle all toner cartridges into basic materials that can be reused for other purposes. This totally fits our concept of what green initiatives should do."

Galaxy Macau has 144 Canon imageRUNNER ADVANCE MFDs: 64 iR-ADV C5045 models and 80 iR-ADV C5035 models for general printing, and one more imageRUNNER ADVANCE for cards, leaflets and brochures for guest rooms.

"We hold a monthly meeting with Canon's representatives and different department users to review the print volumes, incidents, distribution of MFDs and so on in order to optimize the numbers and utilization of MFDs to meet our operational needs," explains Mr. Vong.

"During the meeting we analyze why some MFDs are over- or under-utilized. Those figures can tell us if we have to upgrade the machines, for example, or relocate some to more proper locations. In addition, Canon's monthly incident report can tell us how many issues, such as low toner, paper jams and component errors, have been resolved through their proactive and reactive actions and system alerts. The report figures drive us to keep improving the service and run our operations even more smoothly."