EVANGELIZING CORPORATE PRINT STRATEGY

OVERVIEW

Customer Name
Cairn India Limited

The Challenge
» Location Driven Purchase of Printers
» Escalating Management Costs
» Environment Unfriendly Practices
» Reduced Security

The Solution
» uniFLOW®
» Canon MFDs - 54 nos.

The Result
» Environmental Protection
» Improved Security & Confidentiality
» Improved Employee Productivity
» Cost Effectiveness
» Operational Efficiency

ABOUT CAIRN

Cairn India is the fastest growing energy company in Asia and has been exploring hydrocarbons in India for more than 17 years with a world-class resource base, interest in nine blocks in India and one in Sri Lanka. The Company is committed toward protecting the health and safety of people involved with its business activities, and who come into contact with its operations and the health and sustainability of the environments in which they operate.

The Company headquarters operate on a 24x7 model and supports 1000 + users, across eight floors of three buildings.

CURRENT ENVIRONMENT

The company has grown organically over the last ten years and acquired various printers to support the business needs. Printers had previously been replaced on a like for like basis and varied model types. The diversity of models added to the support costs, inventory costs and closure time.
The IT support teams were managing 100 + printers and copiers with different makes/models.

> ❝ 50% reduction in printers fleet has brought down our electricity consumption which has helped us to reduce our carbon footprint and be an environmentally responsible company. ❞
>
> **Mr. Hari Kumar**
> Chairman - Green Brigade

EVANGELIZING CORPORATE PRINT STRATEGY

BUSINESS CHALLENGES

The below mentioned business problems were identified in the printer landscape:

a. Location Driven Purchase of Printers
» Multiple models and diverse landscape
» Manual Tracking of Support Needs
» Complexity in Operational support due to varied vendors

b. Escalating Management Costs
» Inability to account and monitor printer usage and consumable consumption
» Multiple devices for multiple functions- printing, scanning and copying
» Multiple AMCs and support contracts

c. Environment Unfriendly Practices
» Single sided printing
» Unclaimed printouts and copies
» Wastage of cartridges and consumables

The Company's **"Green Brigade"** estimated a print waste factor of 30-40%, based on the papers trashed in recycling bins near their printers, with no definitive way to confirm the source of waste.
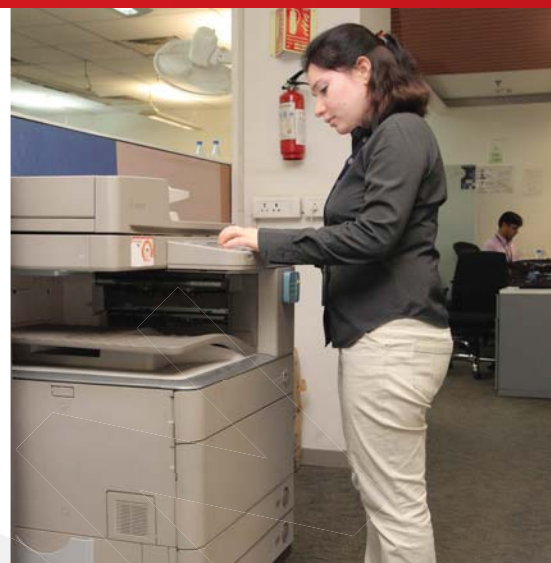
d. Reduced Security
» Unclaimed printouts and copies
» Managing confidential printing

The IT management team was keen to find an alternate solution that would enhance security, allow reporting, reduce costs and improve operational efficiencies.
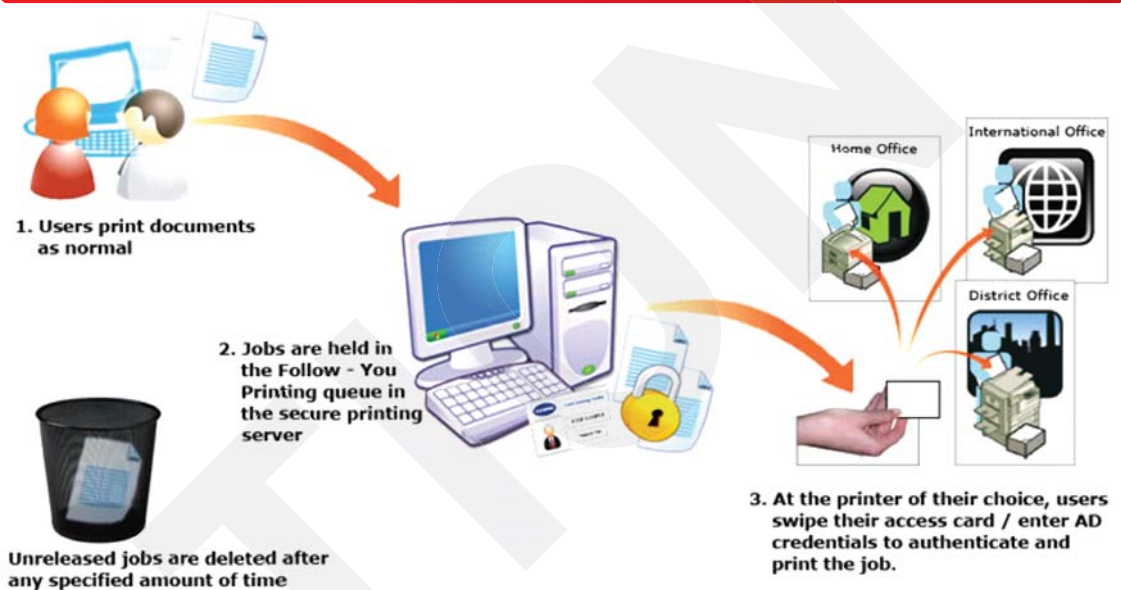
> uniFLOW® ensured printing and collection of prints only by authorized user thus complying information security. It has also enabled us to reduce the cost of printing right from infrastructure to consumables by 40%.
>
> **Mr. R. Ranganath**
> Director - Finance

SOLUTION SELECTION

As a starting point for gaining control over the printing environment, the Company identified the need to manage printing and had conducted research to find potential print accounting solutions, based on ease of use, granularity of print tracking, reporting, and administration. Key criteria for the selection of print solution included product features, service level agreements (uptime), price and response time. The selection was based on a strict and extensive product and services review in the industry covering all major players in this category.

Based on assessment of all the parameters, Cairn Indian finalized on Canon India to provide with optimum products and solutions and ensure maximum business benefits in terms of cost and security efficiency.

SOLUTION IMPLEMENTATION

The Company ultimately chose to replace its printing installed base with 54 strategically located Canon MFPs equipped with Canon's UniFlow® print management software. The initiative was to provide print accounting capabilities and card readers to better manage the printer access. The Follow-Me printing feature supports user mobility, and helps in reducing waste and ensures confidentiality and protects personal information.

1. Users print documents as normal

2. Jobs are held in the Follow - You Printing queue in the secure printing server

Unreleased jobs are deleted after any specified amount of time

Home Office

International Office

District Office

3. At the printer of their choice, users swipe their access card / enter AD credentials to authenticate and print the job.

Specific uniFLOW® capabilities that are attractive include ease of use in terms of both users and administration and security features such as Follow-me Printing®. Follow-me Printing with Secure Document Release supports user mobility, reducing waste, ensuring client confidentiality and protecting personal information. It holds documents in a secure print server until users authenticate themselves at the networked MFDs of their choice. Also important were service levels and uptime guaranteed by Canon.

> ❝ Just like Cairn India, we believe that it is very important to create a transparent, value-based relationship with our customers. We try to understand our 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. ❞
>
> **Mr. K. Bhaskhar**
> Senior Director - OIS Division,
> Canon India Pvt. Ltd.

> One of the best features of uniFLOW® is follow-me printing with Secure Document Release. It supports user mobility, reducing waste, ensuring client confidentiality and protecting personal information.
>
> **Ms. Priya Narayanan**
> DGM - Information Services

EVANGELIZING CORPORATE PRINT STRATEGY

BUSINESS BENEFITS

Environmental Protection
» Reduces waste by eliminating unclaimed print-outs and adding the accountability that encourage users to print only the documents they actually need
» Carbon footprint reduction due to minimized usage of paper

Improved Information Security and Confidentiality
» Card-based ID systems for simple authentication to improve confidentiality of the documents

Improved Employee Productivity
» Promotes mobility by allowing users to release documents at any convenient MFD, anywhere in your organization
» Freed from reliance on a single printer, users can now output documents when and where they are needed and avoid the inconvenience of printers that are busy or out of service

Cost Effectiveness
» Reduction in printer footprint from 105 to 54
» Reduction in number of personal printers
» Reduction in need to store consumables & cartridges

Operational Efficiency
» Simplified and Centralized IT infrastructure print landscape
» Improved maintenance and support
» Higher uptime of MFDs has ensured availability of devices as and when needed for Better Service Levels

> Canon's expertise in investigating what devices we had in place, how we were using them, and what the costs were-was invaluable. It was truly an eye opener for us.
>
> **Mr. D. S Prabhakar**
> Manager - Program Office

WHAT'S NEXT?

The Company is using the reports and data generated from uniFLOW® to design the next phase of its printing infrastructure and a company-wide rollout of the same. A final initiative for the company will be to move its print server to the cloud.