

# REAL SOLUTIONS

## Hospitality Industry

### OVERVIEW:

#### The Customer

**Marina Mandarin Singapore**

#### The Challenge

- Potential leak of confidential information on printouts
- Wastage of paper and toner

#### The Solution

- Managed Document Services
- uniFLOW print management solution
- imageRUNNER ADVANCE multi-function devices
- imageCLASS laser printers

#### The Results

- Better control and increased security on print policies
- Increased transparency on print expenditure

## CASE STUDY: Marina Mandarin Singapore

Overlooking the shimmering waters of the bay and the sprawling silky skyline of the nation's meridian, the Marina Mandarin Singapore stands tall and proud on its committed strive towards excellence.

Over the years, the Marina Mandarin Singapore has been the proud recipient of numerous laurels and awards, both local and global. What really sets the highly acclaimed hotel apart from its industry?

"We run many departments with so much administration and paperwork, so we needed to look at a solution that could help us streamline all our print and document workflow processes."

Mr. Melvin Lim, General Manager at Marina Mandarin Singapore, looks after the entire aspects of the operations, varying from executive decisions to the service level that includes marketing strategies and cost management. In line with the corporate vision to improve efficiency and security and taking into consideration their environment footprint, and enabling Marina Mandarin staff to concentrate on the hotel's core business, the management made an imperative commitment to adopt an effective print and document solution in its daily operations and Canon Managed Document Services (MDS) was introduced.

### Initial Shortcomings

Through the initial discovery process, the Canon MDS team uncovered a host of print and document workflow needs and concerns at both users' and management's levels. For instance, the management deemed printouts with sensitive information uncollected at the copiers unacceptable since the leak of confidential information holds detrimental risk to the hotel's reputation.

Efficiency issue is an additional acute concern to be addressed. On occasions, users were not able to collect their

printouts immediately and when they finally did, their documents went missing and they ought to send the print job again by returning to their work stations. In the process, copious amount of paper and toner were largely wasted.



## Canon Steps In

In view of so, the MDS team designed a comprehensive print and document workflow strategy after a detailed analysis of the hotel's existing print fleet and essential needs. Changes were discussed with the hotel management staff and communicated to the users to obtain buy-in and ensure concerns were addressed. The plans were then executed by the experienced Canon MDS team to ensure a seamless transition and minimal disruption to the hotel's operations.

Through these initiatives, Mr. Lim found Canon MDS to be a turnkey solution to his constantly-challenged commitment in ensuring quality and smooth business operations.



## Service Beyond Sales

The Canon MDS' capability and capacity to understand print usage, trends and behaviour facilitate insightful analysis of everyday business operations. Combining technology with the experienced Canon support team and proactive management of print devices to maximize machine uptime, the initiative has largely transformed the day-to-day operations within the Marina Mandarin Singapore.

“We are very pleased with the results we have seen, especially in the reduction of print wastage and improvement of our business efficiency ever since the Canon solutions were implemented. When we look at solutions for the hotel, buying a product or a solution, we want to make sure that there is after-sales service, and Canon has proven to be very, very good in terms of after-sales service, and being there when we needed them.”

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“The reliability of the products from Canon is great, products have worked non-stop, the service people are friendly and professional, and we have maintained a good and positive relationship with Canon.”

## Hardware To Complement Software Solutions

Additionally, Canon's fleet of imageRUNNER ADVANCE multi-function devices and imageCLASS laser printers were deployed, complemented with the features of its print management software, uniFLOW, which ultimately delivered improved efficiency and spurred better control on print policies. Users are required to authenticate themselves at the print device before their print jobs are released. Print jobs can be collected at any print devices on any floor and at any location in the hotel, safe in the knowledge that document(s) remain secure.

Apart from the convenience brought to the users, it has significantly reduced unnecessary printing. Real-time reports can also be readily generated at users' desktops, facilitating the ease of keeping tabs on cost-per-print as well as the print usage patterns. The operation management team and Mr. Lim himself is able to obtain a clear accountability and transparency on the print expenditure by each department, down to individuals.

