



# REAL SOLUTIONS

## Publishing Industry

### OVERVIEW:

#### Customer Name

- The Nation

#### The Challenge

- Improve printer speed and efficiency
- Reduce overall printing and paper wastage
- Streamline document flow and distribution
- Simplify generation of business cost reports
- Enhance document storage and faxing processes

#### The Solution

- Canon imageRUNNER
- Canon uniFLOW
- Canon eCopy

#### The Results

- Greater network print connectivity and efficiency
- Reduced printing and consumable costs
- Fast, easy and accurate report generation
- Streamlined archival and faxing system
- Efficient, cost-effective integrated document workflow

## Canon printing solutions make headlines at Thailand's English broadsheet The Nation

When it comes to paperwork, news organisations often see thousands of printouts and faxes on any given day. As one of Thailand's premier English broadsheets, The Nation has more than its fair share of paperwork on a daily basis.

Founded in 1971 by a group of Thai journalists, The Nation is one of two English language dailies in Bangkok. Part of media conglomerate Nation Multimedia Group Public Company Limited (Nation Group), the flagship publication has accumulated over three and a half decades of multi-faceted news reporting and insightful analysis on pertinent issues. The paper's online edition receives wide readership as Thailand's leading English-language news website.

In such a dynamic environment where there is constant flow of information to and between the various departments, Nation Group's daily document turnover rate is at an all-time high. To keep up with the ever-growing influx of paperwork, it is vital to ensure the smooth management of this information and documentation flow.

Having been a dedicated Canon user for the past few years, Nation Group was convinced of the brand's exceptional reliability, technology and after sales support. The decision to extend this partnership was thus a natural progression.

In short, Canon's proposed print solutions definitely made headlines at Nation Group.

#### Laying the foundations for a complete solution

Before recommending the best solution for Nation Group's extensive document and printing needs, Canon left no stone unturned in its preliminary analysis.

*"To improve Nation Group's efficiency in the most cost-effective manner, it was vital for us to examine first-hand their day-to-day operations,"* said Mr Songpol Sarai, Assistant Manager, Solution Specialist Department, Canon Marketing Thailand. *"Together, we sought to implement a comprehensive solution for all of their document and workflow needs."*

#### Then: Inefficient printing processes and document workflow

One of Nation Group's most imminent needs was an overhaul of their existing print network. With the newspaper's constant stream of paperwork, a substantial amount of printouts are produced everyday, making tracking and distribution of these documents a logistical nightmare.

*"As one of Thailand's leading newspaper organisations, speed and efficiency are the essence of our success. With our constant daily turnover and the need to ensure that all facts are thoroughly researched and accurate, this process must be as smooth as possible with minimum downtime,"* said Mr. Thanachai Santichaikul, Chief Executive Officer of Nation Multimedia Group Public Company Limited.

With the paper's current fleet of printers, overall print efficiency was hindered. Some equipment lacked network connection ports, making inter-office document distribution and flow a challenging chore.

#### Now: Improved print connectivity and productivity

Following their assessment, Canon recommended replacing most of Nation Group's current machines with new and improved units. Boasting faster print



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*Mr Songpol Sarai, Assistant Manager, Solution Specialist Department, Canon Marketing Thailand*

capabilities, full network connectivity and improved performance, the new imageRUNNERS allowed for greater print efficiency among more users throughout Nation Group's three buildings.

Powered by Canon's next generation advanced imageCHIP system architecture, each multi-function imageRUNNER is network-ready for easy access and sharing of information between departments. With up to three times faster image processing speed, efficient multi-function processing and laser speed of 25 pages per minute, the new machines effectively transformed Nation Group's existing document and print processes into an efficient, borderless network of people, devices and information.

Nation Group also has more complex internal printing needs where finishing options and high-quality outputs are pivotal. This includes the printing of annual reports, training materials and digital proofs. As business grew, the volume of these internal printing increased exponentially. Nation Group then employed the imagePRESS C6000, which has a higher capacity and superior digital printing capabilities.

### **Then: Tedious report generation and high paper wastage**

In an organisation such as Nation Group, managing business costs is a priority. Since printing costs are a considerable portion of total document related costs, in the past four years, print usage was tracked via the use of IDs and passwords for each employee. These costs were then tabulated in a report and charged back to each department.

A total of three staff from Nation Group's administrative department were required to consolidate this report, making it a big hassle. To gather usage information from the devices, they first had to connect to the network and access the devices and copy the usage file. In other instances, administrators

had to print out the usage reports from the device itself, which meant physically going to the device, before eventually compiling it into an excel file.

Staff would then need to double-check this file several times before sending it to the respective Business Unit. This manual and time-consuming process took approximately two whole days to complete. Not only was it inefficient and adding to paper wastage and costs, it also allowed room for human error.

Added Mr. Santichaikul, *"In this industry, time is of the essence. The time spent generating these reports could be well spent elsewhere, and this is a substantial hindrance to getting work done effectively and efficiently."*

### **Now: Fast, easy and accurate reports – minus the paperwork**

Canon applied its uniFLOW solution to reduce Nation Group's usage report hassles to a much-simplified process.

With uniFLOW, the paper's admin staff are now able to generate accurate and precise reports on usage patterns in just three minutes right from their desktops, right down to the cost and printout statistics. This seamless method of data collection makes charging costs to the various Business Units not only quick and painless, but also highly accurate and precise.

These generated statistics have also added to a greater conscious effort to reduce paper usage and adopt wiser printing habits (such as double-sided prints). In fact, paper costs have since been reduced by 20%!

With seamless network connectivity and uniFLOW, the administrative department can now track the availability and status of all machines remotely. Given that the machines are located throughout the building, Canon's timely solution effectively removed the tediousness of Nation Group's usage report generation.

### **Then: Inefficient document storage**

In the newspaper business, it is vital to be able to store important business documents and faxes, for future retrieval and references when needed. With their previous arrangement, not only does Nation Group find it time consuming and tedious to archive such documents, the inefficient process has also created a massive backlog of hard copy documents that are awaiting archival.

Before, to archive their hard copy documents, staff would use separate single-function scanners to scan their documents to emails or desktops, and from there, do their indexing via LotusNotes. This was a tedious, multi-step process that left room for potential error, in addition to greater time and effort.

The presence of only four scanners also meant that the machines often struggled to cope with increases in paperwork as the paper grew both in size and readership.

Where archival of faxes was concerned, Nation Group has already invested in a RightFax system that allowed all faxes sent out to be stored in a separate server. Therefore, it is pivotal that any new solutions installed must be able to integrate with their existing infrastructure and software easily and smoothly.

### **Now: Streamlined archival and faxing system for greater efficiency**

With thousands of dollars already invested in RightFax, Canon's eCopy solution proved to be a breath of fresh air for Nation Group's previously tedious archival and faxing system. Its intuitive eCopy connector syncs right with the existing RightFax system, without the need for any extra costs.

With eCopy, staff can now scan, archive and fax all documents directly from the new



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multi-function printers, without having to maneuver between the different types of devices, thereby reducing the prior multiple steps to a few simple clicks on the machine. With e-Copy, all a user has to do is to simply place his documents into the document feeder, select the destination or recipient of the scanned documents and hit the start button to send, fax, archive or all three instantaneously!

Not only does this significantly improve overall productivity and efficiency by reducing the time and effort taken to manually scan or fax documents, Canon’s impressive solution also allows for their quick and easy retrieval. Since documents are automatically scanned in searchable PDF format, performing a keyword search on electronic documents can now be done in seconds!

### **Then: Tedious manual tracking and prone to human error**

Previously, The Nation Group was required to employ an entire administrative department to manually track each individual employee’s print usage, tabulate their findings in a report and bill the printing costs to the respective departments. This process depended heavily on The Nation’s staff’s accuracy in inputting data and processing relevant information that made the final results susceptible to human error, incurring additional costs and paper wastage.

### **Now: Saving Time and Operating Cost with Real Time Reports, Auto Toner Monitoring and Auto Meter Tracking.**

Since adopting eMaintenance, The Nation has enjoyed three key proactive features of this new concept service from Canon: Real-time reports, Auto Toner Monitoring and Auto Meter Tracking. With Real-time reports, any faults to imageRunners will now be sent directly to Canon via real-time reporting without The Nation’s administrative department’s intervention. When toner is running low, Canon staff are alerted automatically by the system and they can replenish toner accordingly. With Auto Meter Tracking, all print, copy and scan volume can be easily tracked and recorded via Canon’s intelligent infrastructure. This saves time needed for technicians to do on-site meter readings and greatly improved The Nation’s auditing process. eMaintenance frees up the newspaper’s staff to focus on their jobs and significantly reduces the likelihood of increased business costs due to unforeseen downtime.

### **Today: Highly efficient, cost-effective integrated document workflow**

With Canon’s comprehensive print and fax solutions in place, Nation Group not only enjoys substantial improvements

in document workflow efficiency and productivity, it also reaped substantial savings in printing, paper and overall costs.

*“With the improved network of imageRUNNERS, printing and faxing can now be done via the entire newspaper’s network. This not only increases printing speed and efficiency, there is also significant cost savings in terms of reduced consumable usage,”* explained Mr Sarai.

He added, *“After implementing our uniFLOW and eCopy solutions, Nation Group’s print and fax processes are now streamlined so as to maximise staff efficiency with minimum hassle.”*

In addition, eMaintenance proved successful in saving time and freeing up staff to concentrate on their tasks more effectively.

Said a delighted Mr. Santichaikul, *“When it came to selecting a print solutions partner, Canon was the first name that came to mind. As one of Thailand’s distinguished national broadsheets, we insist on only the best for our readers, and with Canon’s help, I’m happy to say that they can definitely stand to benefit from these internal improvements in productivity and efficiency.”*