

## MANAGED SERVICES

A MANUFACTURING  
SUCCESS STORY

# A MANAGED PRINT STRATEGY CUTS COSTS AND MANHOURS



## When Costs and Manhours Spiraled Out of Control, A Manufacturer Turned to savvyPrint®

### About the Client

As the leading global supplier of PVD coating and other surface technologies, performance and precision are integral to Oerlikon Balzer's livelihood. For Joaquin H., the company's Director of IT, that means making sure that all IT processes are aligned with the company's zero-defect mission of quality. So when a newly-implemented metric study pointed to inefficiencies in his print operations, Joaquin turned to ITsavvy for guidance.

Joaquin brought in Christos Zafiroopoulos and Eric Kalseth of our savvyPrint Client Executive team to discuss solutions. The goal was to significantly reduce costs and manhours associated with all print-related activities.

### Their Challenge

Joaquin showed Christos and Eric the metrics from his Help Desk that indicated his IT staff was spending too much time troubleshooting and repairing an aging and mismatched fleet that was scattered among 16 facilities. Three IT people were spending about 10 hours each month on fleet servicing. To Joaquin, that was time that could have been better-spent on business-directed projects. He recalled, "Although our IT team

#### OVERVIEW

##### Industry

Manufacturing

##### Client Profile

Oerlikon Balzers is the leading global supplier of PVD coating and other surface technologies. The company operates more than 90 centers in Europe, the Americas and Asia. ITsavvy manages the print services at 16 of the company's U.S. facilities.

##### Business Situation

Implementation of an internal IT metrics program revealed print costs that were out of control. Oerlikon Balzers looked to ITsavvy to reduce costs, consolidate procurement activities, and specify devices that could withstand a highly corrosive manufacturing environment.

##### Solution

A savvyPrint assessment identified where devices for the applications were mismatched. A plan was devised to turn over print procurement to ITsavvy and to fold in more cost-effective devices over time.

##### Benefit

- > Immediate savings with an ROI in six months
- > Reduced monthly print spend from \$8K to \$4K
- > Improved output from new high-tech printers
- > Reduced print-related manhours from 100 to 10
- > Reassigned IT staff to value-added tasks
- > Standardized device to sync with user applications



is centralized in Illinois, we support the entire region. So our time is limited. When we got a repair call, sometimes it was more cost-effective for us to direct the facility to toss out the printer and replace it with a new one.”

He also tasked Christos and Eric with attacking the company’s toner procurement processes, which were handled at the time by each individual facility. “We were spending close to \$8,000 a month in toners. And that’s just what we could track! All told, we had about 20 people each spending five hours a month on print procurement,” he explained. And Joaquin had no control over the quality of products that were being purchased. “People would purchase inferior toner to save money. But when the cheaper cartridge exploded in the machine, it ended up costing far more in repairs.”

An additional challenge: the nature of Oerlikon Balzer’s technologies creates a highly corrosive environment in its production facilities. Employees must wear masks, and a sophisticated ventilation system works 24/7 to purify the air. Even so, very fine metallic dust particles make their way into ambient areas, including the printers. Christos needed to identify a device that could stand up to this unique environment.

### Our Solution

The ITsavvy team initiated a data collection program to track print activities at all of the facilities. Analysis of the data identified where printing performance was out of sync with user needs, either in output or cost. “We immediately switched out those printers for more cost-effective and efficient devices to improve their cost-per-print,” Christos explained.

The selection of replacement devices was a critical decision for the team. With its advanced technology and high-efficiency devices, Samsung was the vendor of choice for the Oerlikon Balzers project. “We saw an immediate decrease in their costs once we switched a couple of their machines to Samsung,” Eric added. “Not just on the cost of the equipment itself but on the cost per print.”

Another advantage to Samsung: its tightly sealed design meant it was less pervious to the metallic dust in the production facilities. “We have now specified Samsung printers to be standardized globally. We’ve tested them in many environments, and they work flawlessly,” said Joaquin.

Additionally Joaquin turned the procurement process over to ITsavvy’s savvyPrint solution. He was finally confident that supplies were of the highest quality and appropriate for each device. No more exploding cartridges. And he no longer had to respond to printer-related help desk

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Joaquin, Director of IT

“We saw an immediate decrease in their costs once we switched a couple of their machines to Samsung.”

Eric Kalseth, ITsavvy Client Executive

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calls. “We now spend about five hours a month on print-related activities, versus the hundred or so hours we used to spend,” he said.

## Their Success

Almost immediately, Joaquin experienced increased output with no additional costs. He recalled, “Within six months we realized a complete return on our investment.”

But controlling costs were just part of the picture. With ITsavvy managing his print servicing and procurement, Joaquin could get his staff back in line with strategic priorities. “We were able to save close to 50 manhours per month per center. That is time that we have redirected to projects that have more impact on our business,” said Joaquin.

Having early visibility into the company’s printer costs allowed Joaquin to identify a critical need, something that more organizations should do. As Eric explained, “A lot of times companies don’t pay that much attention to print costs. When it goes unmanaged, it’s going to creep out of control. The beauty of savvyPrint is being able to track costs and usage and create accountability at each site.” Each Oerlikon Balzers facility manager now receives monthly reports detailing repairs and usage activities, which have helped to develop awareness of print for better cost management.

For Joaquin, it meant also having time back to dedicate to more value-added projects. “Let’s face it. Printing is not the most exciting part of our job. But it’s critical to our operation.” He added, “And of course problems come up at the most inconvenient times, when you are knee deep in servers. It’s a relief to know that ITsavvy is taking care of our print operation for me.”

### FOR MORE INFORMATION,

please contact an ITsavvy Client Executive.

#### ITsavvy

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## The ITsavvy Solution

### HARDWARE

- Samsung SCX-5935
- Samsung SCX-6555
- Samsung M3370FD

### SOFTWARE

- FM Audit
- Autotask

### PARTNERS

- Samsung
- FM Audit



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