

## Customer Case

# An educated approach to optimising print services

Maastricht University

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**Maastricht University needed to improve its print services. Ricoh spoke to students before implementing an optimised solution. The new infrastructure supports follow-me printing, and a range of ancillary services are available from Ricoh's DocuLounge service centres. With Ricoh expertly managing the delivery of print services, student satisfaction levels have increased by more than 20%.**



## Competitive educational environment

Located in the Netherlands, Maastricht University is a modern, multicultural education environment that offers its students a wide choice of academic programmes. The university has nearly 16,000 students and 4,000 staff. Almost 45% of the university's students and more than 30% of its teaching staff come from other countries and many of the university's programmes have an international theme.

Maastricht University operates in a competitive educational environment. The university employs innovative teaching methods and provides comprehensive support to ensure that its students receive the best education and are fully satisfied with their university experience. Print is just one of the many optimised support services Maastricht University provides for its students and staff.

## Responding to student needs

Ricoh recently assumed responsibility for Maastricht University's print service. The contract was awarded to Ricoh following a formal Request for Proposal (RFP). In its bid, Ricoh undertook to improve the quality and effectiveness of the university's print service - 30% of students were dissatisfied with the service provided by the previous vendor - and to reduce financial and environmental costs.

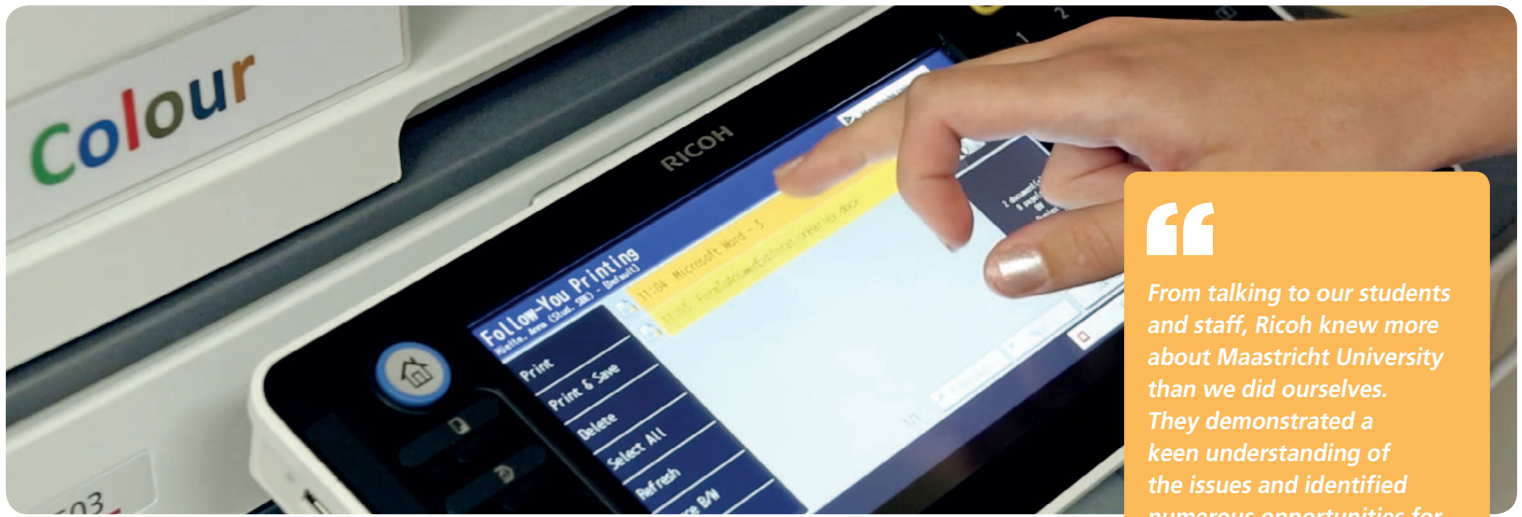
Working closely with the university's staff and consulting with its students, Ricoh developed an optimised solution. More than 200 MFPs were installed across 20 sites in just three weeks. The Ricoh devices support follow-me printing and are maintained by Ricoh's dedicated on-site support team. In addition, two new walk-in DocuLounge service centres offer students a comprehensive range of ancillary print services.

## Objectives

- Enhance student satisfaction
- Improve quality of service
- Provide more reliable facilities
- Reduce print bottlenecks
- Enable remote printing

## Results

- Managed print services
- Simple and secure mobile facility
- 20% improvement in student satisfaction
- €500,000 annual cost saving
- 30% reduction in carbon emissions



*From talking to our students and staff, Ricoh knew more about Maastricht University than we did ourselves. They demonstrated a keen understanding of the issues and identified numerous opportunities for improvement."*

Jo Weijers  
Corporate Information Office,  
Maastricht University

## Developing an optimised solution

Before responding to Maastricht University's Request for Proposal, Ricoh conducted extensive field research at the University, asking students and staff about their experiences of the existing print service. Understanding the users' frustrations and mindful of the university's objectives, Ricoh was able to develop an optimised solution that would significantly improve print services.

To simplify operation, two uniform models replaced a wide assortment of legacy devices. The Ricoh devices both support colour and black-and-white printing and share the same easy-to-use interface and driver. And, what is more, rather than print to a specific device, students and staff now use their university cards to pull print from the cloud and can collect it from any convenient device.

Library print services had been identified by students and staff as an issue. Put simply, the legacy devices used in the library were not up to the task. To meet the exceptionally high levels of demand associated with library use, Ricoh installed faster and more durable technology in the library environment. Despite being more productive, the library devices share the same familiar interface.

## Improving services and saving money

The new Ricoh devices are incredibly energy efficient. Having recorded the energy consumption of the university's legacy printers as part of its pre-audit, Ricoh was able to demonstrate to the university that adopting the new print infrastructure would reduce energy consumption by 30%. Enforcing intelligent print policies, such as a duplex default, would further enhance sustainability.

To augment and expand the print services available to students, Ricoh also established two DocuLounge print centres. These on-campus print centres are a one-stop shop for students' wider print needs. Managed by Ricoh on behalf of the university, they sell stationery, books and branded university merchandise in addition to a range of professional print and binding services.

Ricoh's print services are more than meeting expectations. The use of energy-efficient technology has cut print-related carbon emissions by 30% and the university is enjoying cost savings of more than €500,000 per annum. And, with Ricoh expertly managing the delivery of print services, student satisfaction levels have increased by more than 20%.

## Solution

- Consult with students and staff
- Develop optimised solution
- Uniform and easy-to-use technology
- Follow-me cloud printing
- DocuLounge service centres

## Benefits

- More accessible technology
- Uniform interface and drivers
- Durable, high volume library printers
- Dedicated on-site service
- Professional ancillary services

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