

Case Study

Southwater Event Group
Event venues
Managed Print Service

Hotelier and event venue business underpins workplace transformation with SBM and Ricoh Managed Print Service



One of the most important operations for Southwater Event Group is the quality of customer service it is able to deliver to its hotel and venue users. As part of a transformation in working practice - consolidating

different functions into open-plan offices - the company introduced an SBM and Ricoh Managed Print Service that has reduced costs, supports new ways of working and helps improve customer service.

Executive summary

Name: Southwater Event Group
Location: Telford, Shropshire
Size: 100 employees
Activity: Event venues

Challenges

- Supporting a change in working practice and environment
- Difficult to manage print operation across multiple offices and sites

Solution

- SBM and Ricoh Managed Print Service

Benefits

- Delivers a key service for supporting customer-facing business functions
- Underpins a transformation in working practice and helps improve inter-departmental collaboration
- Quality of SBM support ensures business continuity
- Reduces costs and waste and increases operational efficiency
- SBM innovation helps improve quality of customer service

Challenges

The Southwater Event Group is an events management business that owns and runs an event venue, three hotels and a stage and events production management business. The company has its headquarters at The International Centre in Telford. The company's hotels are also in Telford and include Ramada, and Holiday Inn and The International Hotel, which are both next door to The International Centre.

As well as having four separate business locations, Southwater Event Group was typical of many companies with departments and staff in different offices at one site. It decided to rationalise the way it operated by bringing the separate functions into more open-plan and centralised workspaces. "Changing the way we work is all about improving communication across the business. We had staff from different departments who needed to collaborate - phoning each other or walking from office to office," says Richard Burton, Group Buyer/IT Support for Southwater Event Group.

This environment necessarily meant that the business had to support around 15 printers - at least one in each office - with all the associated inefficiencies. This included over and under buying consumables, some devices being overused, while others were redundant, and having to manage and maintain a mix of different printer types and models. Centralised working was an opportunity to provide the business with a more efficient print service. Southwater Event Group turned to its long-term supplier and Ricoh business partner, SBM Digital, for a solution.

Solution

Southwater Event Group has implemented an SBM and Ricoh Managed Print Service (MPS), comprising five Ricoh



Multifunction Products (MFPs) across its event venue and two of its hotels. The other hotel has an additional Ricoh printer as a standalone device.

Ricoh's @Remote software is used with the MPS so that SBM can remotely support the equipment. SBM can monitor the devices and spot when parts need replacing, or even when potential problems arise, and take appropriate action, often without users ever knowing about it.

Since all but one of the devices is networked, Burton can manage all devices from his desk. He can set up each individual device or set of devices with user PIN codes, apply policies, like default duplex and mono printing, and produce detailed reports on print activity.

"We've been using SBM and Ricoh print solutions for several years and have continued to do so because of the level of service we get from SBM and the quality of the Ricoh equipment. If we have an issue, SBM's response is very good. The Ricoh devices are reliable and we like the fact that Ricoh is a strong and stable manufacturer," says Burton.

Benefits

"Because of the nature of our business - hotels and events - a lot of what we do at Southwater Event Group is based around delivering high-quality customer service. We can't really afford to be without a device to handle invoices, marketing literature or booking information. And so day-in, day-out, we need a reliable and efficient print service to support our operations and ensure we continue to deliver the best customer service," say Burton.

"One of the main benefits of the SBM and Ricoh solution to Southwater Event Group is the quality of service we get. I can pick up the phone and can have an engineer here within an hour if needed. This is important because having a copier down for even a short period of time is a problem. Once, when there was an issue that couldn't be repaired, SBM simply replaced it with a brand new copier so that there was no disruption to business," says Burton.

As well as reducing the capital cost of 15 down to five devices, the MPS has reduced maintenance and consumable costs. It has resulted in a more efficient service, with users sharing devices and reducing waste by avoiding unnecessary printing. The solution is also a key part of Southwater Event Group's workplace changes because it helps to facilitate new ways of working. Burton says, "When we are hosting a client event, different functions need to collaborate. Now we've got the sales, operations, and food and beverage teams all in the same room, working together in a much more productive way and sharing resources, such as print."

continued overleaf

Case Study Southwater Event Group

Both the functionality and quality of the Ricoh devices is important to Southwater Event Group. One of the advantages of the Ricoh devices is the multifunction capability. The hotels, in particular, still rely on quite a lot of paperwork.

The ability to copy an invoice or hotel booking information and then fax the documents to a customer from the same device is efficient and helps improve customer service. For its event operations, the company uses the Ricoh devices to print off large-format documents, such as event floor plans, which often require a lot of fine and detailed information.

Southwater Event Group also appreciates the way SBM comes up with new ideas. Burton says, "One of the biggest challenges we have, especially in the hotels, is guests need-

ing to get documents printed, often from a memory stick. But that, and even email attachments, is a security risk to our computer systems. SBM suggested and implemented a mobile printing capability so guests can send documents direct to a printer without touching the corporate network. Now we are discussing with SBM about expanding that service and having a separate print device just for guests."

Ricoh Solution/Products

- Ricoh Multifunction Products
- @Remote

"Because of the nature of our business - hotels and events - a lot of what we do at Southwater Event Group is based around delivering high-quality customer service. We can't really afford to be without a device to handle invoices or booking information. And so day-in, day-out we need a reliable and efficient print service to support our operations and ensure we continue to deliver the best customer service."

Richard Burton, Group Buyer/IT Support, Southwater Event Group

