ELMDALE AND KONICA MINOLTA HELP A TOP INSURANCE BROKER SIGNIFICANTLY REDUCE OVERHEADS

WHILST PRESERVING QUALITY THROUGH OPTIMISED COLOUR PRINTING

Giving Shape to Ideas

> "SINCE THE IMPLEMENTATION, THE INSURANCE BROKER HAS ENJOYED SIGNIFICANT SAVINGS, WITH ONE BRANCH TRIALLING THE ELMPRINT SOLUTION REDUCING ITS £4,000 A MONTH PRINT COSTS DOWN TO JUST £600"
>
> David Leno
> Sales Manager at Elmdale

EXECUTIVE SUMMARY

A leading insurance broker was looking to better control the spiralling costs of its print facilities across its network of branches by reining in any unnecessary use of colour. With binary options of either mono printing or auto colour, the only cost-effective way to combine colour and black & white elements was to manually collate the different pages which was time-consuming and easily prone to mistakes, so there was an obvious need for an automated alternative.

Step forward Elmdale Maintenance Limited Services Ltd, the insurance broker's trusted IT partner, which developed the Elmprint software solution in collaboration with print manufacturer Konica Minolta and its bizhub multifunctional print devices. Elmprint now automates the process to deliver intelligent usage of colour and mono printing, which has enabled one of the insurance broker's branches to significantly reduce its monthly print costs from £4,000 to just £600, whilst preserving the professional standards that customers expect.

CUSTOMER PROFILE

A leading UK and Ireland insurance broker with over 200 local branches.

CHALLENGES

The insurance broker produces printed certificates and accompanying paperwork as part of its customer support service. To give a more personalised service, each local branch produces the paperwork and sends it to the customer.
Whilst a large percentage of the paperwork only needs to be printed in mono, certain documents require colour for clarity of information and therefore each branch requires the ability to print in colour. With colour printing being considerably more expensive than mono, costs had spiralled, and it was clear that an intelligent solution was required that would balance both high quality results and costs.

Unable to find a satisfactory solution that avoided additional costs, or considerable manual intervention to print documents separately and then collate them by hand, the insurance broker turned to its expert IT and Print partner, Elmdale Maintenance Limited, to find an innovative way of solving the issue.

SOLUTION

Having thoroughly examined the needs of the business, Elmdale worked closely with the insurance broker and its print supply partner, Konica Minolta Business Solutions (UK) Ltd, to install a fleet of over 200 bizhub devices, including C3350i, C4050i, C300i and C450i models. Konica Minolta's powerful bizhub multifunctional print devices already work in conjunction with the flexible Papercut print software, which enables the business to achieve reductions in waste and provides valuable information on branch performance. However, the insurance broker was still looking to reduce its colour output considerably and it was essential to find a suitable solution across its branches.

Using its in-house software development team, Elmdale developed its innovative Elmprint software solution which utilises Optical Character Recognition (OCR) technology to check a document and to distinguish what needs to be printed in colour from a pre-approved set of requirements/standards. David Leno, Sales Manager at Elmdale commented, "Elmprint interrogates the entire document file by taking it directly from Papercut before returning it to the process to maintain user credentials, which is important for each branch in retaining its KPI statistics."

BENEFITS, RESULTS, ROI, FUTURE

Since the implementation, the insurance broker has enjoyed significant savings, with one branch trialling the Elmprint solution reducing its £4,000 a month print costs down to just £600. The intelligent use of colour through Elmprint ensures that the broker's 163 branches that utilise it continue to provide customers with high quality printed materials, whilst the business has tighter control of unnecessary colour ink costs and avoids wasted time in terms of manual collating of prints. Elmprint also integrates seamlessly with the Papercut software and Konica Minolta bizhub devices to ensure the entire print solution works in harmony.

Stuart Fielding, Sales Director at Elmdale commented, "At around ten-times the cost of black & white, colour print is highly effective but also costly when it's not really required. Although Elmprint was developed to address the needs of this specific customer, it is equally the perfect innovative solution for any professional business that requires the production of professional printed materials (such as documentation for Legal Firms or Engineering brochures/manuals etc) whilst effectively controlling costs by ensuring colour printing is flexible and properly targeted."

The insurance broker now has a fully end-to-end supported IT and Print support package from Elmdale which includes a fully managed fleet of Konica Minolta bizhub devices and support for Papercut, as well as the standout functionality of Elmprint. Stuart Fielding added, "Our primary objective is to look after our customers, to save them money and time, and to fully understand their needs and requirements. The development of Elmprint in collaboration with Konica Minolta is an excellent example of this care and attention and is available now for any business that needs to intelligently rationalise its colour print usage."

"IT IS THE PERFECT INNOVATIVE SOLUTION FOR ANY PROFESSIONAL BUSINESS THAT REQUIRES THE PRODUCTION OF PROFESSIONAL PRINTED MATERIALS WHILST EFFECTIVELY CONTROLLING COSTS"

Stuart Fielding
Sales Director at Elmdale

Elmdale Maintenance Limited
Unit 4-5 Bacchus House, Calleva Park, Aldermaston, Berkshire, RG7 8EN
www.elmdalemaintenance.co.uk
sales@elmdalemaintenance.co.uk
01189 821444