

University of Melbourne and Ricoh's Pro C900



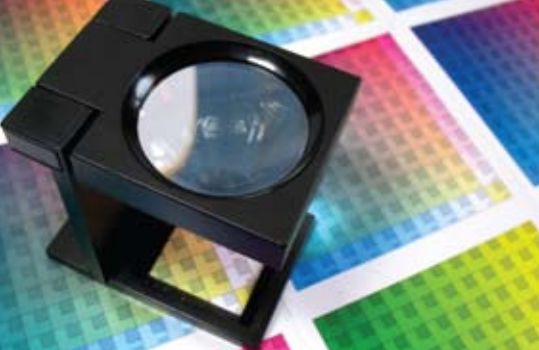
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Ricoh
Production
Printing

RICOH



The University of Melbourne: Ricoh Pro C900 – providing the best possible performance

Faster performance and reliability improves the University of Melbourne's Digital Print Centre's bottom line

Introduction

Melbourne University's motto is 'Dream Large', and their Digital Print Centre (DPC) takes that motto and makes it real for the staff, faculty and students. The DPC creates an impressive 26.5 million impressions a year, 70% of which is done during two peak periods per year. The centre covers a wide variety of work encompassing study material, information packs, advertising and research reports, all sharing an important characteristic: short runs demanding quick turnarounds.

The Challenge

Increasing competition means that the Digital Print Centre must continue to provide the best service at the best price. Producing between 90,000 and 100,000 colour pages per month, the DPC sought a new, cost-effective device to improve its competitiveness and upgrade its product offering. Speed, quality and reliability were important considerations that needed to be weighed up against the cost of the solution.

The Solution

Manager of the University's Digital Print Centre, Tony Bertolotti, selected Ricoh's flagship entry in the colour production market, the Ricoh Pro C900, after careful selection criteria. He started the vendor process by taking a disc with several typical "University of Melbourne" images to numerous vendors, including Ricoh and industry veterans, and asked them to simply open and print the files, sending him back the results.

"The reason for this is that the University colour – PMS 294 – is an integral part of the University's brand. This brand is the cornerstone of the University's image. We wanted to start with the engines that could best replicate our colour. Ricoh came out the best, matched our colour with a 2 to 5% accuracy without intervention," explained Bertolotti.

There were a number of factors in Bertolotti's decision making process. "We wanted the best in colour. But other key factors were speed, efficiency and finishing," he said, adding "I wanted the newest technology. With the Pro C900 I'm getting the newest technology for colour available to the market. I'm also getting the latest hardware and software."

Working in an incredibly tight market meant that the Digital Printing Centre must offer the best in pricing and service to its University clients. "We compete with local commercial print suppliers for every impression," Bertolotti explained. "Therefore being competitive is crucial if we are to provide truly cost effective outcomes for our clients. The Pro C900 gives us the edge over our competition. It's more efficient and cost effective to run, with its inline finishing options."

The sales process has also left a positive impression. "When I started speaking to the Ricoh team, they listened to me. Other vendors like to tell you what you need. These guys just listened," he said. "The sales process lasted more than six months, but they were helpful at every step, supplying me with all the necessary information to feel confident that our ongoing requirements will be met both in service and support."

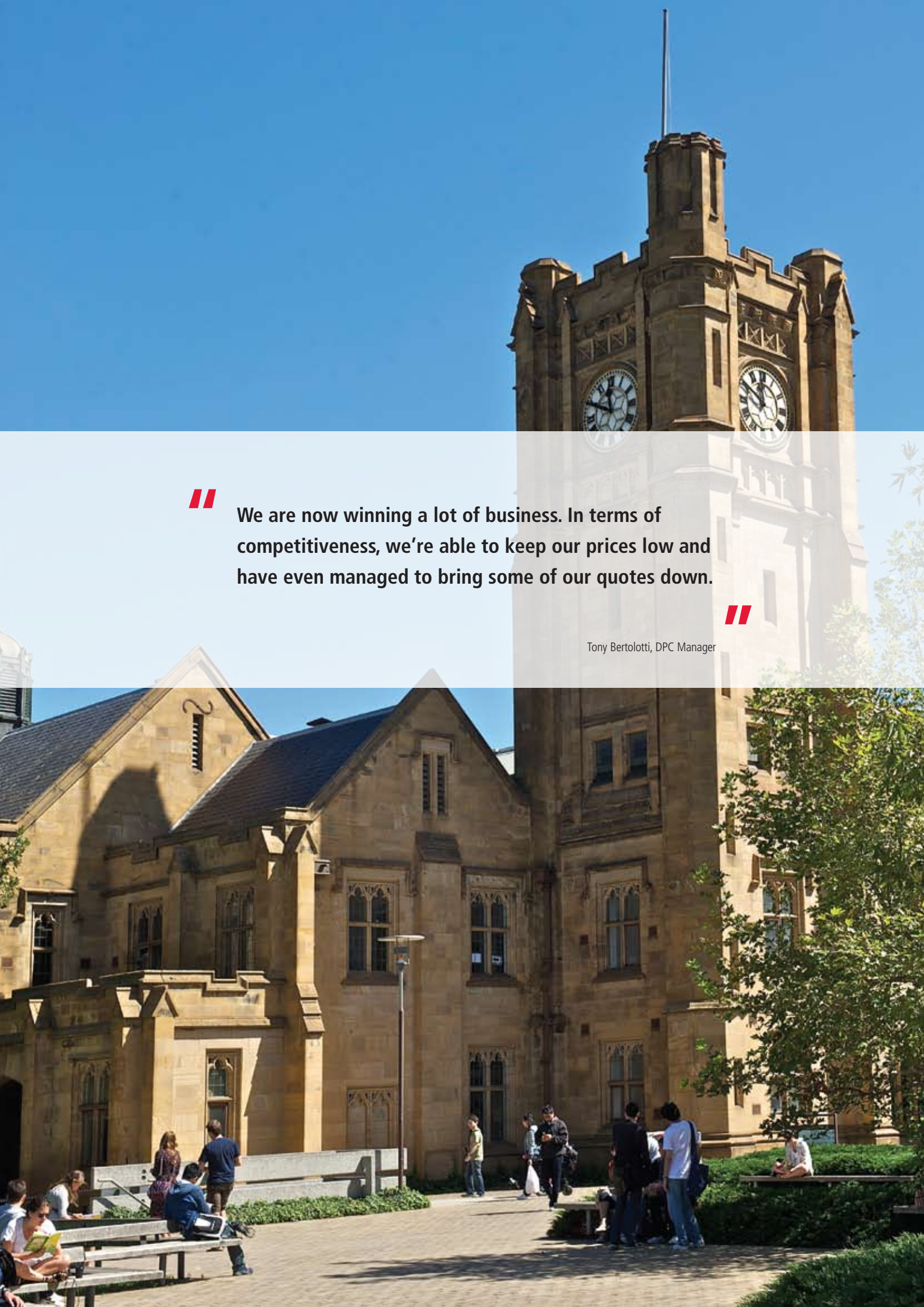
Speed and reliability

The Pro C900 is Ricoh's first colour production device. It was officially launched in February 2009, featuring the fastest speed in its class – delivering a constant 90 ppm in full colour, an average monthly print volume of 170,000 and duty cycle of 400,000. Amongst its industry leading inline finishing capabilities, it also boasts the first ever fully automated ring-bind finisher.

"The install went really well. The team from Ricoh had the first print out within 24 hours of arriving. My staff found the training on the device to be exceptional and it left them feeling comfortable and proficient," explained Bertolotti.

But has the device met the DPC's high expectations? According to Bertolotti, the results since the installation of the Ricoh Pro C900 have been tremendous. "We are able to send a job to print and then walk away and forget about it – it is reliable and provides consistent high quality. It produces what we want, when we want it." In particular, the DPC have seen high improvements in productivity, primarily due to the Ricoh Pro C900's ability to maintain its 90 ppm speed across a variety of media type and thickness. This has led to an improvement in turn-around times and increased printing capabilities.

The DPC's previous device slowed down substantially on heavier or coated stocks. Staff can now complete some jobs in a third of the time, realising massive improvements in yield – especially during busy periods.



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Tony Bertolotti, DPC Manager



The Digital Print Centre staff with their Ricoh Pro C900

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Minimal maintenance means maximum uptime

When being ‘online’ is crucial, the Ricoh Pro C900 engine assures maximum uptime with Trained Customer Replacement Units (TCRU) available to reduce downtime and therefore optimise productivity. With TCRU, customers are trained to replace parts themselves. At the next scheduled maintenance service, the TCRU is replaced for future requirements to ensure continued reliability. In addition, Ricoh’s Pro C900’s consumables can be replenished while the machine is still running.

The Ricoh Pro C900 only requires preventative maintenance every 400,000 impressions (that’s one-eighth of the scheduled downtime that the DPC faced with the previous colour device), and even that only lasts an hour. Based on current volumes, that means only one will be needed every four months.

“I’ve received a quick response for any concerns I’ve had. I’m very happy with Ricoh’s service – I must say they’ve been very helpful.” he said.

Impressive results

“We have a better quality product and finishing which has led to better use of staff resources” Bertolotti explained. “With the Pro C900’s inline saddle-stitch finishing we are realising more efficiencies. I don’t have to watch the machine to see if the output is up to scratch, because I know it is.”

Prior to the install, colour represented about 10% of their business and the DPC had to quote separately for marrying up the colour and black & white components of a job. Since the installation of the Ricoh Pro C900, the DPC have been able to integrate full colour images into important documents such as exam papers and produce a more effective document at a competitive price.

The response to these improved high value documents from the faculties and departments has been seen in the increase of requests for colour enhanced work.

Bertolotti and the staff at the DPC are now able to work more efficiently and cost-effectively due to the addition of the Ricoh Pro C900. Quality has improved, and they are experiencing a substantial return on their investment.

“Best of all, I have peace of mind. I know that it can take whatever we throw at it and I know I have great support from the Ricoh team if and when we need it,” Bertolotti added.

Product code: 950440
Printed on the Ricoh Pro C900