



Case Study 01

Rohm and Haas Company

Centralised management and optimisation of printers through usage monitoring



Issues

- Inability to fully grasp conditions for use and running costs for office devices
- Approx.100 office devices of different types considered time-consuming and burdensome to manage
- Risk of removal and loss of important output documents through neglect

Solutions

- Conducted the Assessment Surveys
- Installed device management software (PageScope Net Care Device Manager)
- Introduced software for IC card authentication & central counter collection and analysis

Result

- Enabled to grasp detailed conditions of MFPs for its use and running costs
- Supporting/troubleshooting time reduced to 1/3 by remotely checking machine status
- Realized efficient collection and analysis of counter reading by device. Raised every user's cost consciousness

Company Profile

Company name:

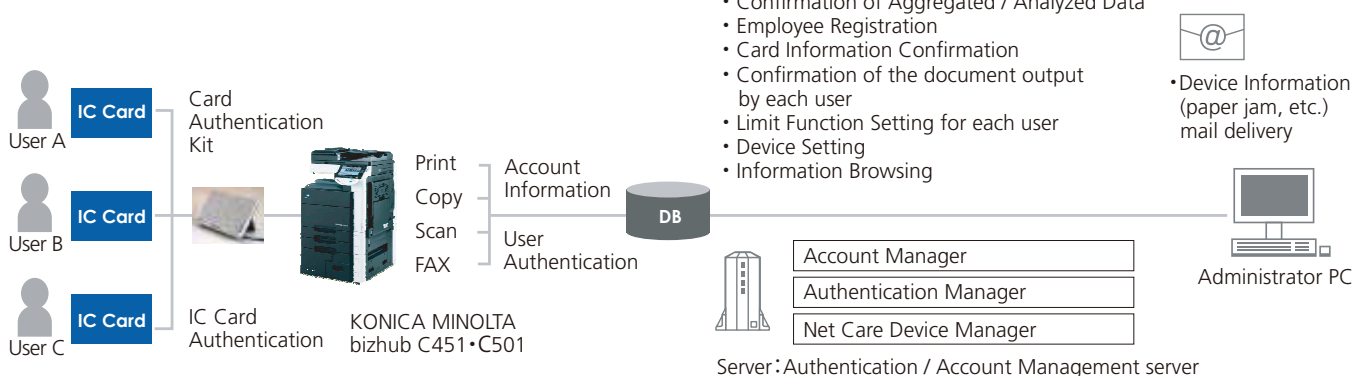
Rohm and Haas Company

industry : Chemistry and Chemical Engineering

Specialty materials manufacturer established 1909, headquartered in Philadelphia, U.S.A. It continues to create technology to develop and design premium products in wide-ranging fields from construction, electronics, industrial processing, packaging and transport to daily use products, water, and food items.

Its annual sales is around 9 billion dollars.

Solution Key Components



■ Introduced Solution

- bizhub C452 × 2sets
- bizhub 501 × 2sets
- IC card Authorization Kit × 4sets

■ Application Software

- PageScope Account Manager x1set
- PageScope Authentication Manager x1set
- PageScope Net Care Device Manager (no charge)
- CS Remote Care (no charge)

Approx. 100 office devices with diverse model years and manufacturers results in time and labor-intensive management

Rohm & Haas Company is proud of the scope and results of its business as the global No. 2 specialty chemical maker. It boasts the largest research and development center in Asia, Rohm and Haas (China) Investment Holding Co., Ltd. The current office was established in August 2006, with branch offices and functions distributed throughout China in multiple bases, which have since been gradually consolidated and integrated. The current R&D workforce comprises 800 employees, making it second in size only to the research and development center at the corporate headquarters in the U.S.

This research and development center controls the entire Asia Pacific region.



Initially, the center operated approx.100 office devices due to the consolidation of assets from multiple bases in China. The IT, procurement and management departments are in charge of these office devices. Mr. Ming Li, APR IT Infrastructure Coordinator of Rohm and Haas Company in China reflected on that period: "The office devices back then only had simple functions like printers and FAX machines. Moreover, the manufacturers and the year of purchase differed for each device."

Due to this environment with different devices co-existing, many issues came up relating to the operation and management of office devices. "Frequent replacement of supplies and troubleshooting required the IT Department to spend considerable effort and time just to respond to the many repair requests from every company department. Additionally, the difficulty in grasping running costs for all our office devices posed another significant problem."

Implement Assessment Surveys to visualize conditions of use and cost

This center asked multiple manufacturers for ideas on addressing these issues, and after comparison and deliberation, the Konica Minolta solution was chosen.

One major reason for the selection of Konica Minolta was its Assessment Service. As part of this service, Konica Minolta surveyed and analyzed their current state of usage conditions and maintenance costs, starting with the allocation status of all office devices, performance data such as the cost of consumable supplies and number of output documents over the past one year by existing devices, and through questionnaires to administrators and users.

"Until that time, the overall situation such as types of office devices existing in the company, the ways they were being used, and the precise amount of running costs were all difficult to grasp given the sheet number of machines and devices. The assessment helped clarify them." (Mr. Li)

The assessment revealed hidden issues: Since so many simple function office devices from different manufacturers were being used, departments ordered certain supplies directly from manufacturers and had no centralized order contact point. Furthermore, the number of administrators was also insufficient for the number of office devices.

A specific route for addressing these issues became clear from the survey and analysis of the current state. Mr. Li cited one example: "The basics for reducing running costs are visualizing of survey results and ensuring the status of use for coping and printing remains constantly clear. We understood the need to show employees the survey results in order to raise cost reduction awareness."

Konica Minolta proposed a multi-faceted optimization solution, addressing operating efficiency, cost, and security, using MFPs with an optional IC card containing authentication printing function, software, and services based on survey and analysis results. Mr. Li emphasized the following: "It was significant that results after the improvement were clearly expressed numerically." As well as considerable cost performance, its adoption was decided on with the bigger picture in mind.



Troubleshooting support response time reduced to 1/3 Improved security with IC cards

The solution introduced involved a partial trial followed by gradual phase-by-phase expansion rather than replacing all existing devices at a stroke. Two colour network MFPs "bizhub C452" and two black and white MFPs "bizhub 501" were introduced in the trial, integrating each function of the existing ten office devices into these four machines.



In terms of application software, "PageScope Account Manager" was introduced for the aggregation management, and "PageScope Net Care Manager" was introduced to manage devices status, facilitating integrated management of office devices use.

As well as reduced device and paper-jamming problems, management efficiency improved as a result. Previously, device trouble required the administrator had to visit the actual location to confirm the situation but now, the Net Care Manager automatically detects problem and notifies the administrator via email or mobile phone.

"Since we can grasp the current situation immediately, including the

location of the device and the types of trouble, we can respond appropriately and quickly. Troubleshooting response time in our finance center, which uses multiple MFPs decreased to 1/3, reducing time and effort required for management." (Mr. Li)

Authenticated printing was introduced at the same time via existing IC cards, further bolstering security.

Other benefits were improved operational efficiency including simplified cost management by tracking the number of output documents from copiers and printers per user, and through the speed of colour scanners. Mr. Li also expressed appreciation for support following the introduction:

"We need never worry, as service staff respond so quickly."

In light of the success of solutions by Konica Minolta, Rohm and Haas Company is considering the possibility of introducing this method to its entire Research and Development Center in China from now on. Konica Minolta will continue to support the business of Rohm and Haas Company in China.

