LaserCycleUSA™
SUSTAINABLE DOCUMENT SOLUTIONS

Authorized Lanier dealer LaserCycle provides innovative solutions to help customers manage business documents more cost-effectively. Justin Villa, sales manager, shared his experience partnering with CHAMPS to give a healthcare staffing company faster, easier and more secure access to its most critical information.

ACCOUNT TYPE
ZBA

VERTICAL
Healthcare

THE TEAM
LaserCycle
- Justin Villa, Sales Manager

Ricoh
- Ken Lucero, Solutions Support Specialist
- Gretchen Patefield, Advanced Workflow Specialist
- Lorraine Morris, Senior Major Account Support Manager
- Paul Smith, Solutions Integrator
- Hazel Wager, Business Support Manager

CHAMPS Helps Healthcare Staffing Company Protect Information and Its Budget

THE BEGINNING

Providing medical resources during a staffing crisis can be a challenge all its own. Decisions have to be made quickly and decisively. Key stakeholders need access to information at a moment's notice. They also want assurances that sensitive and confidential information is shared only with specific individuals. A leading healthcare services company committed to fulfilling pressing staffing shortages sought a partner to revamp its printing practices, so it could improve document security while minimizing operating costs.

CHALLENGES AND DESIRED OUTCOMES

Every second counts in healthcare. And that makes every available caregiver critically important for optimal patient care. As a result, the healthcare staffing company moves quickly to prepare resources for emergency situations. This requires a significant amount of paperwork, including licenses, contracts and other confidential information. The employees use a fleet of copiers and desktop printers located in multiple administrative buildings to print them. Unfortunately, a significant percentage of the forms were never retrieved.

Without any restrictions about who could print, excessive printing was a problem. Users printed documents when it wasn't necessary. Or, they'd forget which device they chose and printed the forms multiple times. Sometimes, users simply forgot that they printed them at all. Documents with confidential information were routinely left unattended. Users were disgruntled that they had to walk great lengths to grab documents. Print costs escalated as toner and paper was wasted.

LaserCycle provided toner cartridges for the customer. But sales manager, Justin Villa, knew there was a much greater opportunity readily available. "The client wanted more than what they had been getting, but they had a hard time pinpointing what they needed," said Villa.

The LaserCycle team partnered with CHAMPS Managed Document & Business Process Services to give the customer something no competitor could — a strategic mix of hardware, software and expertise to resolve its print issues immediately.

CUSTOMER CHALLENGES

- Print jobs lost between multiple printers in multiple buildings
- Confidential information left unattended
- Excessive paper and toner costs

SOLUTIONS

- CHAMPS Managed Document & Business Process Services
- Enhanced Locked Print NX and FlexRelease Server
- User authentication
- Universal printing from any device

RESULTS

- Prevent confidential information from being read by unauthorized users
- Print from any networked device
- Reduce paper and toner waste

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"I don't have time to become an expert on services and software. With CHAMPS, I don't have to be. I tell them what I'm working on and they give me a solution. It's as simple as that."

"Once I find something a client needs, I set up a conference call with Ricoh and the customer. Soon, we're identifying all kinds of ways we can help them."

SOLUTION AND IMPACT

The CHAMPS team suggested the installation of five new printers with Enhanced Locked Print NX and FlexRelease Server software. Then, it proved the solution would work.

"It was great," said Villa. "CHAMPS did everything, including a live demonstration. The team showed the customer how simple the solution was and how much paper they would save."

The CHAMPS team even assisted during the two-day installation. Its technicians worked with the customer's IT team to ensure the new solutions worked seamlessly with the existing servers.

Now with cost-effective Enhanced Locked Print NX and FlexRelease Server software on the five new printers, users can store, release and manage confidential information more securely. Each employee accesses documents and print controls via a four-digit PIN that's entered at the control panel. This allows users to print at the most convenient printer at more convenient times.

User authentication also curbs unnecessary printing. Each print job is stored securely at the printer and released only when the authorized user enters the PIN. Documents with confidential information no longer lie unattended in full view of others. Every user is accountable for every print. Jobs stored on the device overnight aren't lost either. The documents are encrypted for protection. And they're available instantly from any networked device with Enhanced Locked Print NX and FlexRelease Server software.

Because the customer is more judicial about who can print forms, it has reduced print volumes significantly. As a result, the company is spending less of its budget on toner, paper and device maintenance costs.

"We were competitive with the hardware, but the software made the difference," said Villa. "We couldn't have done that without the CHAMPS team. And our customer couldn't be happier."

HOW WE MADE INFORMATION WORK

LaserCycle and CHAMPS helped the customer move information quickly and securely. As a result, users are more confident that important information is reaching the intended audience more consistently, which helps the right people make the right decisions.

"We're completely entwined with this account now," said Villa. "And we use them as an example of how much more we can offer than the competition when we talk with other customers."