

OKI Case Study

Industry: Sport

Products: OKI MB770, MC873

Location: Dortmund, Germany

TACKLING STADIUM PRINTING

BVB's fans now receive top quality match information quicker

The Challenge

OKI and BVB have long enjoyed a successful product partnership. BVB has benefitted from OKI's experience and expertise when optimising print management inside the stadium. The club has come up with something special for its VIP fans. Before and after every match, the club provides the latest matchday information in printed form right inside the stadium. For example, any fans who are interested can take a flyer detailing the team sheet for the upcoming match as they enter the stands. Information is also printed for the fans after the match. Fans can then see how the match result has affected the league table, look at match statistics and get information about upcoming games.

The flyers have to be presented with the look and feel of the club, while also providing the most up-to-date information for around 4,500 spectators. The final team sheet is only announced 60 minutes before the match begins. This was previously a major challenge for BVB, resulting in a lot of manual work and stress. The popular printouts had to be put together more or less by hand from various individual layouts and documents.



About BVB

Ballsportverein Borussia 09 e.V. Dortmund, known by its fans as BVB, is one of the most successful German clubs in men's football. The club's first team plays in the Bundesliga, Germany's top division. The club's home ground, Signal Iduna Park in Dortmund, can seat 81,360, making it the largest stadium in Germany. With 55,000 season ticket holders per year, BVB sells more season tickets than any other German football club and has the largest average attendance in Europe.

REDUCED THE TIME TO PRINT
DOCUMENTATION FOR VIP GUESTS BY OVER

50%



So, BVB's IT team began the search for a suitable printing solution that would standardise and unify individual production steps, as well as providing a high output, cost-effectively, in a very short space of time.

The solution: OKI MB770 and MC873 — As fast as a professional footballer

For this unique project, OKI carried out a detailed analysis and evaluation and provided the club with a digital solution that perfectly meets the challenges of stadium printing. "With OKI, we have found not only a product partner, but also a collaborative partner, who can provide expert support for all things printing. OKI quickly recognised our requirements and used their competence to develop a customised print concept", says Till Oldemeyer, Head of IT at BVB. The OKI MB770 and OKI MC873 Smart multifunction printers (MFPs) handle high print volumes in the shortest possible time. "It wasn't just the cost element — the high print speed and reliability of the MFPs were decisive factors", Oldemeyer continues.

The advantages: An optimised process and the all-important high print speed

Thanks to OKI, BVB is now able to quickly and reliably provide its 4,500 VIP fans with the popular info sheets in superior quality. "We could not be more pleased with the combination of print speed, high quality and ease of use", says a satisfied Till Oldemeyer. "The time-consuming manual process is history, as is the stress it caused in the stadium!" The club now has several



multifunction printers inside the stadium, so that high-volume print jobs can be split across different devices. Another advantage is the compact design of the MFPs. "With the old models, there was simply no space in our print room for a third printer" says Oldemeyer. "OKI's printers are so compact that this is no longer a problem". Previously, BVB's printers could print around 25 pages per minute. The OKI fleet can print 52 pages per minute—an enormous difference. "We have more than doubled the print speed", says Oldemeyer happily. On average, the team looking after VIP guests can finish printing and start distributing the flyers 20 minutes after the team sheet has been announced. It used to take up to 45 minutes.

"We can now guarantee our fans a unified brand identity. The new printing solution has not only cut our costs, but also saves a significant amount of time and hassle for our employees working in the stadium"

Till Oldemeyer, Head of IT at BVB

Key Facts:

- High-speed prints in top quality for over 4,500 fans
- Time savings through easy handling
- Cost savings by standardised production steps





The perfect printing squad — for this season and the future

The club is incredibly pleased with the print quality and, above all, the speed of OKI's devices. "The Smart MFPs from OKI are reliable, very fast and have a long service life", says Till Oldemeyer. "We can now guarantee our fans a unified brand identity. The new printing solution has not only cut our costs, but also saves a significant amount of time and hassle for our employees working in the stadium", Oldemeyer continues. "OKI has proven to be a great team player and we highly recommend this manufacturer in terms of print quality and customer service." Thanks to the new Smart MFP Solutions, the club is well-equipped for the future and is benefitting from OKI's open platform (sXP), among other things. This open platform means OKI's printers can be integrated seamlessly into other document workflows, thereby optimising document processing and management.

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