

## OKI Case Study

Industry: Healthcare

Solution: Managed Print Services

Location: Ireland



## OKI heals print management at Proxy Biomedical



### About the Customer

Proxy Biomedical, located in Spiddal, Ireland, is a leading innovator in the development of next-generation medical products using proprietary biomaterials technology. The company provides a value added service by assisting in translational research and development and is currently involved in the research, development, and manufacturing of medical devices used in surgery, tissue engineering, and pharmacology.

### The Challenge

According to Kieran Maloney, Engineering and Operations Manager at Proxy Biomedical, the company is no different to similar sized SMEs when it comes to printing and its staff of 26 – involved in jobs such as production, engineering, planning and accounts – had the usual issues and problems associated with an aging array of printing devices.

### The Solution

Maloney said he was approached by the company's IT partner TecSupport who asked if it had considered outsourcing its printing function. It was something Proxy Biomedical hadn't considered to that point.

OKI MPS  
IMPLEMENTATION

5

devices



“I’d never heard of it being done,” said Maloney. “My previous experience was working in big multinational companies where all IT services were done in-house by the company’s own staff and outsourcing never came up.”

Having been convinced by IT specialist TecSupport of the benefits of Managed Print Services (MPS), OKI was invited to conduct an audit of Proxy Biomedical’s printing processes. “OKI came in and looked at how we used our printers and how much we were spending on consumables, print bills, maintenance costs and so on,” said Maloney.

Following the audit, OKI presented Proxy Biomedical with a proposal on how it could benefit from utilising MPS. “What I liked most about the proposal at the time was that while there was a saving on the cost I predominantly was more interested in the fact that OKI would take all of our old printers and replace them with brand new equipment. And if there was ever an issue with the maintenance they would come in and fix or replace the machines. On top of that the toner would be included for the term of the contract” said Maloney.

**“We (previously) had issues with maintenance and the costs that occurred. With OKI that cost is included in the contract, so if something breaks down the printer is replaced or fixed as part of the deal and at no extra cost. That’s a big win for us.”**

Kieran Maloney, Engineering and Operations Manager, Proxy Biomedical

**Benefits at a glance:**

- Upgraded hardware
- Remote monitoring of equipment and device maintenance
- Automated consumables management
- Improved financial visibility

OKI replaced six of Proxy Medical’s current print output machines with five OKI devices that consisted of a mix of four colour and mono MFPs (one of which was A3) and an A4 mono printer.

The OKI replacements were top of the range and had advanced specifications that exceeded the machines they were replacing. Some of these devices were multi-function products (MFPs), which allow users a true ‘print station’ by way of printing, scanning, scan to e-mail, photo-copying and faxing.

**The Benefits**

One of the interesting aspects of the installation was the motivation behind it. Usually, many customers will put cost savings as the primary benefit but in this case it was the replenishment of the old printing stock with new equipment, in addition to the maintenance and consumables included in the contract. “It was the service that drove us to go with OKI’s Managed Print Services as opposed to any cost savings,” said Maloney.

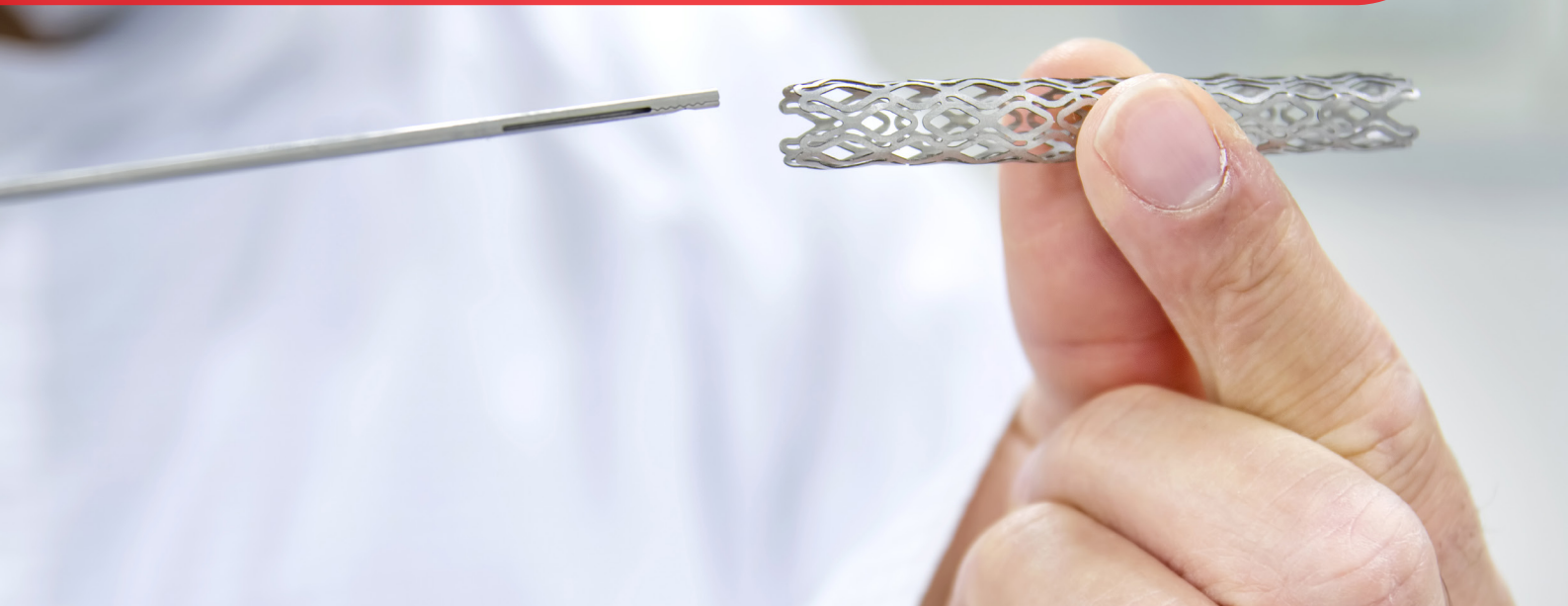
Other benefits of Managed Print Services for Proxy Medical include the remotely managed functions. So for instance if there’s a problem with a machine OKI has the option of dialling into it and fixing it remotely or, of course, coming to the premises and fixing any problems on-site.

Toners and cartridges are also automatically reordered when the machines sense ink levels are getting low. When a certain level is reached an automatic message is sent to OKI. Cartridges/toner is then dispatched immediately.

According to Kieran Maloney despite a few teething issues he is now very happy with OKI’s Managed Print Services solution. “At the moment I’m very satisfied in comparison to the sort of printer issues we previously had. For instance because our printers were getting old we had issues with maintenance and its cost. With OKI that cost is included in the contract. So if something breaks down the printer is replaced or fixed as part of the deal and at no extra cost. So that’s a big win for us.”

**“Would I recommend OKI? I would, yes. A lot of admin work has been outsourced, we have financial and time savings in addition to no more maintenance worries and expense.”**

Kieran Maloney, Engineering and Operations Manager, Proxy Biomedical



### The Future

“Would I recommend OKI? I would, yes. A lot of admin work has been outsourced, we have financial and time savings in addition to no more maintenance worries and expense. And a huge thing for us is the fixed costs. I now know what my printing bill is going to be for the year. Last year that wasn't the case. Our printing function is now more planned and predictable.”

Having previously not been familiar with the MPS concept, Maloney is now an advocate of it. “The staff here have had a good experience with the devices. Managed Print Services is the way forward. It just makes sense to outsource when you consider the cost reductions and other benefits involved.”

Images shown are for illustration purposes only taken from stock photography and do not represent the company's product or service range.

**OKI's Smart Managed Print Services programme encompasses a range of tried and tested methods and tools to establish the current state of an organisation's print related costs and processes before OKI creates a professional bespoke proposal to suit individual customer specific requirements. Our sales and engineering staff work closely with our key partners to offer Managed Print Solutions with maximum customer value.**

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