

OKI Case Study

Industry: Marketing, Publishing and PR | Solution: OKI C5950 | Location: UK



OKI printer sharpens focus for the Whiteoaks Consultancy



The Challenge

In order to retain its existing clients and attract new ones, Whiteoaks needs to ensure that the quality of its printed documentation is of the highest possible standard. This is particularly important when developing presentations and supporting marketing collateral for new business pitches and when creating materials for press conferences, exhibitions and other media events.

In recent years, Whiteoaks has grown rapidly and now employs over thirty staff, with the breadth and scope of its printing requirements growing in parallel. Over time, Whiteoaks had become increasingly aware that its existing printing solutions would not support the delivery speeds as well as the depth, detail and accuracy of colour output it required.

About the Customer

Based in Farnham, Surrey, Whiteoaks is the number one technology PR consultancy outside of London. It has a diverse customer base ranging from large multinationals to small start-up businesses and not-for-profit organisations, with expertise spanning IT software, hardware, telecoms, broadcast technology and professional services.

IN-HOUSE
PRINTING FOR
INCREASED
COST SAVINGS AND

IMPROVED
EFFICIENCIES

“Having the OKI C5950 printer has saved us a significant amount of time and reduced the expense of having to regularly outsource work to external print houses.”

James Kelliher, CEO, Whiteoaks



The Solution

Conscious of this need for optimal quality, Whiteoaks decided to take “the OKI Challenge”. Under the terms of the agreement, OKI installed a high-performance C5950 printer and provided the consultancy with one month’s usage, completely free-of-charge. Throughout this period, Whiteoaks used the OKI printer to deliver a broad range of documents including client reports, press clipping books and presentations.

The Benefits

In the highly competitive world of PR, time is a precious commodity. The speed of the C5950 has allowed Whiteoaks to respond to clients’ needs quickly and efficiently. According to James Kelliher, CEO, Whiteoaks, the ability to easily customise documents has also proven to be a valuable benefit.

“The C5950 has enabled us to ensure that our brand is consistent across all materials,” he said. “By using the Template Manager software, which came free with the device, we have been able to produce branded CDs, business cards, and promotional documents. It has also allowed us to quickly and easily refresh our materials whenever we need to update them.”

For a rapidly growing business like Whiteoaks, office space is at a premium. Due to its compact size, the C5950 is small enough to fit easily into almost any workspace. The fact that the printer was network-ready also proved convenient as it meant that the company could begin using the device as soon as it was installed.

Whiteoaks found the C5950 to be intuitive and has since had few technical issues. Nonetheless, Kelliher said it was reassuring to know that a helpful and efficient support team from OKI was always at the other end of the phone, if and when required.

“Using the C5950 has enabled us to produce truly professional, photo-like results even on standard office paper,” Kelliher said. “Having this printer has saved us a significant amount of time and reduced the expense of having to regularly outsource work to external print houses.”

The Future

Installing the OKI C5950 has had a major impact on Whiteoaks’ business by enabling the company to provide its clients with professional reports and presentations. It has also enabled Whiteoaks to easily create high-impact marketing material and maintain brand consistency.

With colour often regarded as the most effective way to add impact to printed documents, one of the most crucial benefits for Whiteoaks has been the level of colour quality that the C5950 supports. Research shows that by using colour, readers pay attention for up to 82 per cent longer. The C5950 has not only produced beautiful, colour-accurate documents for Whiteoaks, but has done so quickly and reliably. This has been vital in enabling the consultancy to build competitive advantage over its rivals.

“For any public relations consultancy, the ability to create high-impact and well-designed documents is a key differentiator,” adds Kelliher. “We would strongly recommend the OKI C5950 to any business in the sector.”

OKI are pioneers in innovative printing technologies from digital LED to High Definition Colour.

We have a portfolio of award winning products and solutions enabling businesses of all sizes and budgets to optimise print and document workflows and to achieve image focused, vibrant, quality printed communications.

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