PaperCut MF™

Upstream

Complete print environment overhaul

Bakers Delight

Bakers Delight's printing environment was out of control. Numerous offices, with a variety of contracts and devices and the lack of central oversight made print management impossible. Newly appointed CIO Joanne Stubbs knew that they were paying far too much for far too little.

Bakers Delight is Australia's most successful bakery franchise. Over the past 31 years, this Australian owned company has grown to over 700 bakeries across three countries, serving two million customers each week.

Every day, in every bakery, Bakers Delight bakers use real ingredients to bake unreal bread. And what's baked that day is sold fresh that day. Bakers Delight is committed to its founding mission: Real Bread, Real People, Real Delight.

PaperCut - Save your budget while you save the environment

The Challenge

CIO Joanne Stubbs discovered that Bakers Delight had a variety of printing vendors with contracts in place. "The printing companies were charging exorbitant prices for services like one printer in one office," she said. "It was obvious that by rationalizing the contracts – some of which had even been signed by people without authority to sign – we could save money not only in outgoings, but also in our internal administrative processes of vendor management, cost monitoring and chargeback."

Stubbs was also keen to see an improvement in Bakers Delight's environmental footprint. "With no accountability, it's too easy to simply print too much. It's wasteful." An obvious first step was to reduce print usage, but Stubbs also indicated that power usage was in her sights.

The Solution

Larger offices were identified as first targets for rollout and Bakers Delight went to market. With PaperCut as a key component of their Utrack solution, Upstream Print Solutions was selected as the hardware and print management vendor. Seamless integration into Bakers Delight's multi-vendor environment, rapid deployment time and ease of administration were critical. The solution also included RFIdeas, it too a device agnostic solution, as the staff identification technology for 'Find Me' printing.

With Find Me printing, print jobs are queued and printed at the user's device of choice after user authentication via a swipe card or other technology. Existing Bakers Delight staff access cards were not compatible with any card reader, however the addition of a simple, stick-on HID patch resulted in the cards working with both the RFIdeas reader as well as building security. It was an easy fix to drive a fundamental change in print behavior.

Now with PaperCut and RFIdeas in place, jobs are queued for a maximum of 24 hours, during which time users can print or delete the job.

PaperCut was rolled out alongside the fleet upgrade, site-by-site, across a one month period by Upstream and Bakers Delight staff. Updates are easy as new devices or users come online.

Massive cost savings

Reduced waste and power consumption

Centralized print management and chargeback

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PaperCut MF™

Bakers Delight

How PaperCut Helped

A combination of managed devices and PaperCut's print management software, reduced the cost of printing by 18 per cent in the first 12 months and a further $1000 a month in the following year. Print volumes have continued to decline. "With the introduction of the system, and supporting departmental budgets and cost allocation, users are much more aware of the impacts of their printing," says Stubbs. "We implemented full departmental chargeback, with Upstream's bill automatically fully reconciled with PaperCut data and each user's printing charged back appropriately. We've also been able to standardize on a cost-per-page for printing across the business, making financial forecasting simpler and more accurate."

Bakers Delight is into its third financial year since implementation, and the solution is still delivering new benefits:

- Year 1: Reduced vendor contract fees, reduced waste.
- Year 2: Further reduction in waste offering hard cost savings.
- Year 3: Reduced printing delivers opportunity for reducing power consumption, saving money and minimizing Bakers Delight's environmental footprint.

What's Next with PaperCut and the Utrack solution?

As the need arises, the smaller 5-6 person offices could be brought online with PaperCut and the Upstream managed solution. The remote offices can come onboard easily and integrate completely at any time. Stubbs is also looking to standardize the fleet for power savings management, and is actively working with Upstream to implement an out-of-hours power-off strategy.

PaperCut MF Configuration Summary

PRODUCT:
PaperCut MF

INSTALLED:
2010-2011

USERS:
150 initially,
with an additional 50 added later

GREYSCALE PRINTERS:
1 x mono Ricoh MFD

COLOR PRINTERS:
2 x color Ricoh MFD
1 x color Lexmark MFD

CONFIGURATION:

Single primary server
4 devices
Embedded PaperCut solution

"We have sorted out our print management solution for the foreseeable future. Not only have we regained control over waste and spending, but we have a plan to further improve our environmental footprint through power savings. "

Joanne Stubbs,
CIO, Bakers Delight

PaperCut at a Glance

PaperCut is the easy way to automatically monitor and manage printing in your organization, giving you control over your costs and environmental impact. PaperCut is:

- Fully cross-platform, supporting all major operating systems, including mixed environments
- Scalable to networks of all sizes, from five to 500,000 end users
- Designed for security
- Available under a true enterprise-wide license with no limits on the number of servers, workstations, printers, operating systems or domains
- Ready for integration with your intranet to match your organization's look and feel
- Modern software under active development using current development tools and methods
- Supported directly by the friendly, approachable development team
- Used by more than 50,000 organizations in 100+ countries.

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no obligation 40 day trial now
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