



HYUNDAI MOTOR COMPANY AUSTRALIA LIMITED CASE STUDY

AT A GLANCE

Industry

Automotive

Canon products used

Multifunctional Devices (MFDs), uniFLOW

Benefits

- Reduced print waste
- Paper stocks are lasting 30% longer
- Increased time and cashflow efficiencies

Canon

*achieve more.
beyond technology.*



PEOPLE DRIVEN *CHANGE*

Throughout its twenty years in the Australian automotive market, Hyundai has continued to evolve itself and its market offering to reflect the company name, a Korean translation for ‘modern era’.

Summary

Hyundai has been extremely successful in addressing the changing needs of the market as well as actively driving the market itself. In doing so it has become a leader in the production of innovative and affordable vehicles, and one continuing to grow revenue and market share.

This achievement, according to Hyundai, directly reflects the company’s spirit of innovation fostered and celebrated since its inception.

A major component of this innovation is the company’s approach to environmental responsibility and efficiency, which it promotes to the wider market through its vehicles, services and programs.

Having set up the Climate Change Convention Task Force in 2005 to drive development of energy efficient vehicles, Hyundai has recently gone on to win Eco Car Magazine’s Eco Car of the Year award for i30cw wagon CRDi, which boasts market-leading vehicle carbon emission reductions and has released the first LPI Hybrid Production Vehicle, the Elantra LPI Hybrid.

Internally also, the company is making important improvements to reduce its environmental impact. All Hyundai employees work to a principle of sustainable management, which requires ongoing review of company processes and practices, which has led to some impressive internal changes, facilitated by technology, but driven by people.

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Paper wastage was a growing concern for the company, proving to be both costly as well as environmentally unsound.

The challenge

Hyundai recently moved into a newly built, state-of-the-art head office in Sydney, where over 100 employees enjoy the latest corporate facilities that promote healthy, enjoyable and responsible working. The impressive premises are wrapped up in a sleek, modern design that perfectly reflects Hyundai's spirit of innovation.

In making the move, the company's senior management tasked its IT department with ensuring that all ICT elements in the new premises offered the company maximised efficiency, security and environmental responsibility.

One area where this has been very noticeably achieved is in the upgrade of the company's print and document management environment. Paper wastage was a growing concern for the company, proving to be both costly as well as environmentally unsound. Print queues were identified as an unnecessary barrier to productivity, which would often lead to employees re-printing documents, further adding to cost and paper wastage.

Hyundai was also keen to remove instances of print-outs going missing, frequently being picked up or thrown

away by accident, and company documents simply lying in out-trays in public view.

To do that it required a new solution that would be easy to implement and maintain, and above all be completely user-friendly to ensure all new features could be leveraged for maximum measurable benefit.

In fitting with Hyundai's requirement that its employees play a key role in driving innovation, the company clearly stated up front that it was keen to facilitate positive change in its people's attitude to print and their ongoing behaviour. This, Hyundai maintained, would not only ensure its sustainability, but its ongoing measurable improvement too.





ACCELERATED EFFICIENCY

The solution

Canon Australia was invited to provide recommendations on how Hyundai could achieve these improvements to its print and document management environment.

A site analysis was conducted looking at all print devices, information trails and the existing ability to monitor the systems in place. The recommended solution principally included Canon's uniFLOW software and eleven new Canon imageRUNNER multifunction print devices.

uniFLOW is a modular document accounting software that allows businesses to easily build their own tailored solution. In this case it was accompanied by uniFLOW Secure Print and Statistics modules, and has provided Hyundai with the ability to monitor and control its print fleet. The server-based solution is housed in the company's Sydney office, but links up Hyundai's other offices to ensure national efficiency.

The print release function is one of the solution's key features whereby employees must swipe an identity card before the print job is released, with any queued print jobs being automatically deleted after a defined period. All printing and copying, together with the associated costs can be tracked and reported on.

For further efficiencies, Hyundai has also integrated its ERP system into the Secure Print system allowing it to remove a number of extra printers used solely to service the ERP requirements.

Canon deployed ten imageRUNNER 3580s and one imageRUNNER 2550i throughout the building, to provide easier usage, faster print speeds and greater reliability. They also align closely with the uniFLOW software making its integration simpler and more effective.

To give even further efficiencies to time-poor Hyundai employees, the solution included Scan to Myself email functionality allowing users to quickly scan to themselves in a one touch operation, removing the need for address books.

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Results

According to Hyundai, the most noticeable and impressive outcome from the solution implemented has been the change in how its employees view and use multifunction printers now.

“Our people have completely changed their behaviours when printing and copying documents,” said Kawa Farid, Hyundai’s Network Administrator.

Monitoring and reporting on print usage encourages employees to be mindful of what really needs to be printed and what might be wasted. The uniFLOW solution also lists the cost per print of each job reinforcing the financial implications to Hyundai.

The print release function also allows employees to print from any multifunction printer in the building so documents can be collected from straight outside meeting rooms and don’t have to be carried around. This allows users to print just one set for a meeting and avoid duplicates.

The automatic job delete, which Hyundai set at 72 hours, not only saves unwanted print jobs from being released but also improves the efficiency of the print queues.

Kawa has set the imageRUNNER multifunction devices to print on double-sided black and white unless specified otherwise. “When we implemented the new system, printing statistics showed double-sided printing accounted for 10% of total print jobs. Six months later, double-sided printing accounts for 51% of all printing.”

“While technology has enabled and encouraged this to a point, a new attitude amongst employees seems to be making even further efficiencies, as wastage becomes unacceptable on a team and a personal level. People are seeing the benefits of the new print solution and are proud of their own role in reducing their environmental impact.”

Kawa Farid, Network Administrator, Hyundai

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The combined affect of the new zero print waste attitude and the switch to double-sided printing for half of the company's printed output is that each pallet of paper ordered is lasting 30% longer, with the facilities manager needing a new pallet every eight weeks instead of six.

More visibly, paper trays and recycle bins are free of print waste, reinforcing Hyundai's new office efficiencies.

Benefits of the new solution are also being felt by Hyundai's IT maintenance employees. The print environment is remotely managed, saving employees from leaving their workstations to visit each multifunction printer for information. The uniFLOW software sends reminder emails to replenish stock as needed, which promotes time and cash flow efficiencies.

“It's hard not to be impressed by the difference Canon's solution has made. I was expecting many of the statistical improvements, as forecasted in the research phase; what I didn't expect was the radical and positive change it's made to our people and our office environment. Everyone here is noticeably proud of the savings they're making and the associated environmental benefits. Walking away from the printer with a fresh document in your hand holds a new value, which is refreshing to see”.

Balasundaram Kothandaraman, Senior Manager ICT, Hyundai

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