

## CASE STUDY:

# TelstraClear

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**TelstraClear is a voice and data company providing innovative market leading products and services with a strong customer focus, to the business, government, wholesale and residential sectors.**

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A focus on customers is at the heart of TelstraClear's strategy. TelstraClear listen to their customers to deliver a tailor-made solution which gives them the ability to innovate and enhance efficiency.

### The Need

TelstraClear supplies telecommunications services across the country and employs around 1,000 staff, based in ten locations nationwide including Auckland, Wellington, Christchurch, Rotorua and Nelson.

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TelstraClear's initial objective was to replace its ageing printer fleet consisting of more than one hundred laser printers and 33 multi-function devices via a standard procurement process. However, following a comprehensive analysis carried out by Canon, the company identified opportunities to implement some cost-effective measures across the business.

Consumable costs had escalated as the company churned through toner cartridges and drums. Out-of-date machines printed in colour irrespective of the job. The service time required on such a fleet was not only adding to overheads but often impacting the helpdesk.

Paper use was another area that needed to be addressed as staff were often printing excessive amounts throughout their workday.

Security of print jobs is paramount within many departments of TelstraClear; hence the large number of individual desktop lasers. A new business solution needed to offer a high level of user security that staff could trust.

The new print environment needed to be an integrated solution that was user friendly and would provide management with an accurate, real time account of print usage and costs. As part of a strategic plan the IT department had stipulated that the system work within a Windows™ based operating system.

Changing staff habits within TelstraClear was as equally important as replacing copiers and software. The costs associated with printing are often overlooked and Canon was committed to addressing these in collaboration with TelstraClear. The company's aim was to raise staff awareness of both the financial and environmental impact of printing and create a change in user behaviour.



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## The Solution

A team from Canon tailored a solution to the requirements of TelstraClear and assigned a project manager to work specifically with their IT department. A full functional specification was constructed and recommendations were made for upgrades to servers and equipment. The deployment of an entirely new print system needed to be seamless with minimal disruption to the company and resulting in a networked print system across the country.

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*Peter Chambers, Canon New Zealand Ltd*

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Peter Chambers, General Manager – Business Imaging Solutions Group, Canon New Zealand says that the key focus for Canon when developing any printing solution is to look beyond the installation of a fleet of machines and software, and instead look at the business behind it. “We wanted to create a printing environment that was easy for staff to use and provided transparency of printing costs and the associated costs that had previously been overlooked.

“Assisting TelstraClear in this process was more than recommending copiers, it was about moving an entire company from an unmanaged environment to building infrastructure that delivers measurable business outcomes. Canon is a technology supplier and we assess everything from technical scoping to auditing the environment. We want to inform clients throughout their decision process,” he says.

The 133 printers in the company were replaced with 43 Canon multi functional devices and 29 Canon laser printers. The aim of decreasing the number of desktop laser printers from over 100 to 29 was to promote the use of shared devices and reduce costs.

Linking the entire system is the uniFLOW™ software. uniFLOW is an output management solution offering a range of facilities that can be customised and adapted. For TelstraClear, uniFLOW provides a range of detailed reports accurately showing print device usage and costs by user, workgroup or department. Functions of the programme allow printing to be balanced across machines and secure printing modules to protect confidential materials.

A variety of modules were added to the system that best suited the needs of the business. One such example is ‘Follow Me’ printing – an application that enables staff to print at any device with the swipe of their access card. Print jobs remain secure until selected by the user and can be collected from any machine thus decreasing waiting time.

## The Result

The change of systems at TelstraClear has impacted much more than the bottom line. However, as there was no visibility of print costs prior to the Canon system being installed, full savings are yet to be recognised.

Savings are being made in many areas, from the costs per print – down over 50 per cent for colour and 85 per cent for black and white – to the reduction in paper use with all machines defaulting to double-sided black and white printing, which totals \$110,000 saving per annum. Combined with an estimated \$90,000 saving per year on toner cartridges, the big picture becomes evident. It is projected that the return on investment for the new system will be as little as nine months.



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“Many companies do not realise that they spend between two to four per cent of their revenue on print. We specialise in streamlining the print solution and utilising the best technology and equipment to deliver efficiency without compromising quality,” says Mr Chambers.

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Andrew Crabb, TelstraClear’s Chief of Networks, says that being able to implement a system that delivers huge savings instantly is every company’s dream but there is much more to it than that.

“This solution is about functionality and ease of work flow for staff. It is transparent enough to show staff the results on both the bottom line and the environment.

“The Canon machines will calculate a cost per print job so you are informed of the exact price of pressing the start button. You find yourself thinking ‘is it necessary to print this?’”

“Copiers were previously viewed as a ‘hole in the wall’ that paper came out of. We are now seeing a change in attitude as staff embrace them as a business tool,” says Mr Crabb. TelstraClear has noticed the value that the machines and software have added to the business and encourage staff to utilise additional functions such as scanning to files and email, and faxing.

The new fleet is capable of delivering faster and higher quality images which results in less waiting time. With added features like ‘Dial Home,’ the software is proactive when it comes to maintenance.

“This new technology means the fleet automatically reports faults and service requirements directly to the Canon service department allowing us to focus on our core business and reducing the demand on our internal helpdesk staff,” says Mr Crabb.

Reducing the environmental impact of its operations is crucial for any corporation and taking a proactive approach by addressing printing is a significant step in the right direction.

“TelstraClear is proud they have utilised the Canon system to substantially reduce paper wastage and associated resource use. The drop in toner and drum cartridge use means significantly less waste ends up in landfills.”



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Malcolm Condie, IT Project Manager, TelstraClear, says that environmental impact is such an important part of planning work spaces and technology in today's business.

"We are experiencing a change as staff become more aware of reducing our carbon footprint. The Canon system allows us to show everyone exactly what we are accomplishing. One report indicated a single floor in one of our offices had reduced their printing by 3000 copies in one month.

"Reducing the size of the fleet by doing away with desktop lasers has reduced energy consumption and lowers our greenhouse gas emissions, not to mention the aesthetic improvement in our office environment with less electronic equipment and more space."

A mutually beneficial business partnership has resulted from the deployment Canon secured with TelstraClear.

"Implementing the system in partnership with Canon shows the value of open dialogue between vendor and supplier," says Mr Crabb.

Peter Chambers, Canon New Zealand agrees. "It is more important to us to help our clients build a comprehensive solution and provide ongoing support than just making a sale.

We worked collaboratively with TelstraClear from start to finish, and I am very pleased with the outcome," he says.

