Canon

Print Productivity in the Sunshine State

Lanier Upshaw

CANON SOLUTIONS
CASE STUDY

CANON SOLUTIONS

Canon imageRUNNER ADVANCE Systems and uniFLOW Software

GENERAL OVERVIEW

With abundant natural beauty, enviable weather, and popular tourist attractions, it's no wonder that Florida is one of the most vibrant places in the country. But even in paradise, dangers can lurk. The entire region is among the most susceptible in the nation to severe weather phenomena. Windstorms, floods, hail, hard freezes, and even seemingly harmless frost can be life-threatening to people and cause significant damage to the property of residents and businesses alike.

For these reasons, achieving predictable performance is paramount when it comes to companies that deal in insurance. For Florida-based Lanier Upshaw and its clients, successfully managing risk is a daily matter of survival through precise planning and diligent research. And just as it offers increased reliability and predictability to its clients, Lanier sought to do the same within its own operation.

CUSTOMER ISSUES

Based in Lakeland, Lanier Upshaw has been in business since 1941 and has expanded with an office to serve a growing base in nearby Tampa. Like many progressive companies, its reliance on technology has continually increased while IT support has remained relatively constant. Over time, the company's infrastructure of printers, fax machines, and scanners has grown more complex, increasingly expensive to maintain, less reliable, and harder to support across the disparate locations.

"Our professionals perform great work on behalf of our clients, and we felt that they should be able to spend less time worrying about trivial things like which device they should use to get the job done," said Ms. Michelle Hoffert, Director of IT for Lanier Upshaw. "The complexity of our existing environment meant that each individual had to navigate the intricacies of capabilities between each device to achieve their end goal. At times it was counter-intuitive and simply inhibited their ability to get the job done in a timely manner. In addition, the multitude of devices across different offices often led to support issues for us since we were not able to centrally manage them across the entire company."

The professional staff at Lanier Upshaw would print envelopes for clients on one device, and then print bulk black-and-white documents on another. When color was required on certain pages, output would need to be collated from yet another device. And to compound the issue further was the abundance of print drivers and output settings that needed to be configured for each print job. Often times, the result was a chaotic compilation of materials that further reduced productivity and the ability to service clients in a timely and cost-effective manner.

Many professionals also worked remotely—from the road or home—to produce documents for clients. The inherent problem here was that print jobs could not be easily staged and stored for production across multiple devices.

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SOLUTION

CANON SOLUTION OVERVIEW AND COMPONENTS

Lanier Upshaw recruited Canon to help develop a strategic infrastructure that would help position it for success into the future with the appropriate solutions.

"Our project established the goals of streamlining print activities for staff, enhancing usability to reduce the need for help desk intervention, and eliminating wasteful prints that were often left unclaimed at our devices," continued Ms. Hoffert. "Some of our staff often work off-site and need to submit print jobs from a remote desktop session or by a mobile phone. We sought ideas from Canon to help Lanier Upshaw reduce spending and increase productivity at every turn."

Canon's first step was to perform a thorough review of usage requirements and document output needs to establish a cost-effective solution for Lanier Upshaw's offices. This review helped identify the ideal device to use based on volume and capabilities, as well as its placement in each office to best service staff needs. It was then determined that the 20-plus different printers could be reduced to just five Canon imageRUNNER ADVANCE devices to fulfill the company's needs.

To achieve the goal of document print freedom with security features, the uniFLOW Suite was deployed. This allowed staff to submit jobs from their desktop, remote sessions, or select mobile devices. To retrieve jobs, users can now walk up to any managed device and release a job on demand after securely logging on with their credentials. This, alone, virtually eliminated the abundance of unclaimed printouts, enhanced information privacy, and significantly reduced the cost of consumables.

The Canon print drivers are also universally intelligent in nature since they can detect the distinct capabilities of each device; other branded drivers previously used were device-specific, requiring users to choose different drivers and printers. Now staff only needs to install one driver, set the output details for each job, and claim their prints at any device on the network.

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SUMMARY

Lanier Upshaw chose Canon for the development of a strategic document workflow infrastructure to help it enhance its productivity, increase the reliability and uptime of its printing solutions, reduce consumable costs, and minimize support demands on IT staff.

"The Canon MFPs we installed have performed virtually flawlessly to date, with no jams or tray issues that have plagued Lanier Upshaw in the past," said Ms. Hoffert. "Everyone is happy with the fact that they can easily submit jobs and pick them up when needed from any device on the network within a secure setting (due to access controls)." Ms. Hoffert has also said that this solution has allowed her staff to submit jobs from their location and then output them to printers secured by access controls. The overall result is a win-win for both Lanier and its clients.

Partnering with Canon has also provided significant benefits to the company:

- An integration of the back-end ERP system with each device using the MFP's MEAP applications to automatically produce documents and reports for output.

- Streamlined device management across multiple devices and locations within a single tool to reduce the burden on IT staff and increase uptime for users.

- An estimated "print cost" for each job displayed at the desktop and the output devices to help users evaluate the impact of each print job.

- The ability to print output on both sides (duplex) to reduce the overall cost of paper

- Enhanced visibility with detailed usage statistics using uniFLOW, which helped to report usage and substantiate the profitability of each product group.

- The ability to quickly output print jobs from any device on the network in the event an MFP is busy performing other tasks or is out of service.
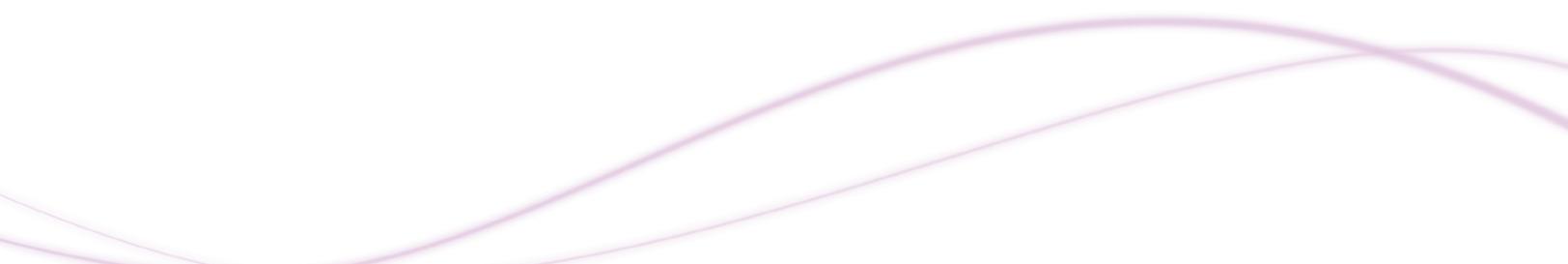
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1-800-OK-CANON
www.usa.canon.com

Canon U.S.A., Inc.
One Canon Park
Melville, NY 11747