



## Saving Lives and Eliminating Human Suffering

Fred Hutchinson Cancer Research Center

A complete solution for printing, copying, and output management for Fred Hutchinson Cancer Research Center

## uniFLOW OUTPUT MANAGER CASE STUDY

### CANON SOLUTIONS

#### uniFLOW Output Manager and Canon Color and Black-and-White imageRUNNER® Systems

##### GENERAL OVERVIEW

The Fred Hutchinson Cancer Research Center is one of the largest and most respected healthcare organizations in the world when it comes to preventing, diagnosing, and treating cancer, HIV/AIDS, and other related diseases. Headquartered in Seattle, Washington, on a picturesque yet modern 14-acre campus, the Hutchinson Center is committed to discovering new ways to detect cancers earlier, developing effective treatments with fewer side effects, and learning how to prevent cancers from growing in the first place.

The Hutchinson Center was founded in 1975 by Dr. William Hutchinson in honor of Fred Hutchinson, his brother and former major league baseball player and manager, who died of lung cancer at the age of 45. Today, the Center is home to a staff of over 2,500 people that includes an interdisciplinary team of world-renowned scientists and humanitarians. The Hutchinson Center has also partnered with the University of Washington, Seattle Children's Hospital, and the Seattle Cancer Care Alliance. Together, this group formed the Fred Hutchinson/University of Washington Cancer Consortium, which brings together over 400 faculty members with research interests in basic, clinical, and public health sciences related to cancer.

This case study describes the common challenges faced by the Hutchinson Center and how Canon U.S.A., Inc. combined powerful imageRUNNER MFPs with uniFLOW Output Manager suite to help improve overall operations so the Center could dedicate its primary focus to the business of saving lives.





## CUSTOMER ISSUES

The Hutchinson Center, like many large organizations today, had a diverse fleet of outdated copiers and printers that were costly to operate, labor-intensive to maintain, and lacked the advanced workflow functions of more contemporary devices. This became apparent to the Center because of its large workforce, vast number of devices, and an IT staff with 12 different departments that was responsible for managing them.

For the Hutchinson Center, the ability to precisely track expenses by project is vital—especially when considering the volume of grants that are administered annually and their unique reporting requirements. Accurate budgeting on a project-by-project basis had become extremely difficult because individual copiers had to be configured independently for each Project ID code. As new projects commenced and other completed ones closed, the endless cycle of maintaining accounting codes became a burden on IT staff.

Being able to control access to the functions of each device and track usage were other issues that challenged the Hutchinson Center. Its existing copiers were not able to maintain a list of authorized users on an enterprise scale, making it difficult to restrict access to each function of the device. As the organization grew and the number of grant projects increased, so did the cost of consumables such as paper and toner. Administrators needed a way to track usage at the user, department, and project levels to ensure that devices could be deployed and supported in the most cost-effective way. After all, every dollar saved was another dollar that could be used for life-saving research.

As technology progressed, and the use of electronic document formats like PDF became more prevalent, the Hutchinson Center wanted to reduce the cost of consumables. Its existing devices simply didn't have the functionality for user-friendly electronic distribution of documents to desktop computers, e-mail, and fax recipients and document management systems. The day had come for the Center to save on its internal costs, eliminate the administrative burden to its staff and IT department, and find a better way to be more productive.

## CUSTOMER CONCERNS

- Track expenses
- Control access to device features
- Reduce cost of consumables
- Reduce administrative burden to staff and IT department



“We chose the Canon solution because it met the needs of our ever-changing scientific environment better than the competition.”

*Mark Burch*

*Director of Materials  
Fred Hutchinson Cancer  
Research Center*



## CANON SOLUTION OVERVIEW AND COMPONENTS

Recognizing the need to move away from its old fleet of decentralized copiers, the Hutchinson Center began a search in 2008 to identify a company to alleviate its document production pains. Nine different vendors were offered an opportunity to respond to a formal “Request for Information” document that detailed the Center’s needs. Following an intensive three-month review that included a head-to-head competition between a number of leading MFP manufacturers, the contract was ultimately awarded to Canon.

“We chose the Canon solution because it met the needs of our ever-changing scientific environment better than the competition,” said Mr. Mark Burch, Director of Materials for the Fred Hutchinson Cancer Research Center. “When we began the project, Canon sent technical representatives to meet with our different IT departments to discuss our implementation plan. After speaking with them, we determined even better ways to accomplish our goals of increasing productivity, managing multiple corporate identities, and maintaining the integrity and security of our network.”

Over the course of multiple weeks, a fleet of 118 new Canon imageRUNNER MFPs was deployed throughout the Hutchinson Center organization. Canon’s uniFLOW Output Manager—a modular, intelligent, and highly scalable print management software suite—was installed, and each MFP was configured to use the suite’s MEAP® log-in application. For the Center, uniFLOW Output Manager provided quick authentication of walk-up users through proximity cards, secure printing capabilities, and complete accounting of usage through Canon’s Printing Intelligence Report. Of particular interest to those administrators focused on reducing costs were reports that:

- identify departments and users with the highest volume;
- measure device utilization for optimal deployment;
- track usage of more efficient duplex and multi-up printing; and,
- analyze volume by date and time for proper support staff assignments.

To make the synchronization of Project IDs across all imageRUNNER devices occur automatically, Canon’s Professional Services organization developed an integration between the Hutchinson Center’s back-end PeopleSoft enterprise application and uniFLOW Output Manager server. This helped ensure that active projects could be tracked accurately for proper chargebacks, while protecting against charges being applied to closed budgets.

“We continue to be impressed by the technology, vision, and support of Canon, and we’re encouraged that, over a year and a half later, we have not had a single issue with the solution.”

- Mark Burch, Director of Materials, Fred Hutchinson Cancer Research Center





## SUMMARY

Making a change to upgrade systems can sometimes be temporarily disruptive to operations, but the significant cost savings, benefits of new technology, and dramatic increase in productivity can easily outweigh any disadvantages.

For the Hutchinson Center, cutting costs means making more resources available to help save lives and, ultimately, find a cure for cancer and other related diseases. As a result of its initiative to update its fleet of copiers, the Center realized the following benefits:

- Over \$3 million saved in equipment costs over a five-year period across 118 sophisticated Canon imageRUNNER devices
- \$28,000 per year saved on consumables since 14% of total volume is now distributed electronically
- \$12,000 per year recovered through proper Project ID authentication
- \$6,000 per year saved by eliminating manual Project ID loading

uniFLOW Output Manager has made it possible for staff to authenticate at the device quickly through proximity cards. Administrators can also rapidly add and remove Project IDs to all imageRUNNER systems throughout the enterprise. Additionally, users have embraced the distribution of documents electronically rather than printing and sending hard copies, reducing the cost of consumables significantly. As a result of choosing Canon as a solution, the Hutchinson Center has realized savings of \$53,000 per month which can be redirected toward cancer research and treatment.

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