

Customer Case

Optimising print production helped AFNOR set new standards

AFNOR Group

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When AFNOR, the French national standards organisation, needed to optimise its customer-facing print service, they turned to Ricoh. Ricoh transformed the production environment, establishing the end-to-end workflow which now underpins AFNOR's eBusiness supply chain.

Setting high standards

Association Française de Normalisation (AFNOR) is the French national standards organisation. The group develops international standards, certifies products, services and management systems, publishes regulatory information and provides competency training. AFNOR Group has 13 regional offices in France, 50,000 customers in 90 countries worldwide and in 2013 turned over €137m.

AFNOR operates in a competitive market. To enhance its services and expand sales, the group developed a sophisticated eBusiness supply chain. Standards, reports and training manuals developed by the group can be ordered online and dynamically personalised before being printed to a professional standard and delivered directly to the customer.

Automated e-commerce delivery

Although central to the day-to-day fulfilment of customer orders, the document processes underpinning AFNOR's eBusiness service offering were not core business activities. AFNOR sought a partner with expertise in both document management and production print to develop and implement an effective workflow process.

Ricoh improved AFNOR's production process, developing a comprehensive end-to-end workflow that automates e-commerce delivery. Documents are dynamically personalised and automatically processed within a modern production facility. Ricoh also manages AFNOR's office print environment and supports its IT infrastructure, allowing AFNOR to focus resource on its core business activities.

Having audited AFNOR's office print environment, Ricoh identified three opportunities for optimisation: total cost of ownership (TCO), change management and sustainability. The optimisation programme was challenging because AFNOR's employees had become accustomed to using personal printers. The target was to reduce the number of office print devices from 900 to just 200.

Ricoh's change management programme helped to ensure that the goal was successfully achieved. Training sessions were run at each of AFNOR's regional offices, personalised information packs were sent to users and posters promoting sustainable printing were displayed on notice boards. Implementing a more sustainable print policy helped AFNOR achieve a 30% cost saving.



Objectives

- Automate eBusiness supply chain
- Optimise in-house facilities
- Expand and enrich service offering
- Meet rapid growth in demand
- Expand production capacity

Results

- End-to-end workflow
- Improved customer service
- Better quality product
- Enriched content
- Faster order fulfilment



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Ricoh accompanied us in an exemplary manner in the rationalization of resources for office and production printing while extending services to users”

Mme Sophie MARAIN
AFNOR Group General Secretary

Optimising production capacity

AFNOR's in-house production facility was struggling to meet growing customer demand for personalised collateral. The immediate challenge facing Ricoh was to increase AFNOR's production capacity and improve the speed of turnaround. Analysing production bottlenecks, it was apparent that manual finishing processes were hampering productivity.

Ricoh replaced legacy systems with modern high-speed production printers. The new Ricoh technology automates manual processes, producing professionally finished documents ready for distribution. Ricoh augments AFNOR's in-plant print facilities, seamlessly managing overflow requirements using its own off-site production centres.

To add value to the finished product and meet demand for customisation more efficiently, Ricoh introduced a powerful variable data print solution. PlanetPress Suite dynamically personalises the core document content with customer specific text and graphics. The application automates the process, creating enriched print-ready PDF documents.

Comprehensive end-to-end workflow

Ricoh's InfoPrint® ProcessDirector™ utility provides single-point management of AFNOR's production environment, improving visibility and control. The application manages print queues, intelligently allocating work to speed turnaround. Full production integrity is assured as the system provides document-level control with 100% closed-loop reprint automation.

The new production environment provides a comprehensive end-to-end workflow. eBusiness orders are processed automatically and printed ready for dispatch. The powerful management application even prints the accompanying dispatch note and invoice. And, with Ricoh meeting overflow print requirements off-site, production capacity is infinitely scalable.

Ricoh's support has been extended outside of the production environment. Ricoh also manages AFNOR's office print infrastructure. Legacy devices have been replaced with a right-sized fleet of multifunctional printers, improving functionality and reducing cost. Ricoh's service operation maintains the office devices and provides support for AFNOR's IT environment.

Solution

- High speed production printers
- Automated in-line finishing
- Off-site overflow print facility
- Single-point end-to-end management
- Variable data enrichment

Benefits

- Increased productivity
- Scalable production capacity
- Error-free processing
- Full control and visibility
- Significant cost savings

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