

## Case Study

Conwy County Borough Council  
Managed Print Service  
Local Government

# Welsh local authority modernisation programme boosted by Ricoh document management solution



When Conwy County Borough Council launched a modernisation programme, one area that needed addressing was its inefficient print facilities. Through a national framework agreement, the council selected Ricoh as its improvement partner. After deploying a Ricoh

document management solution, the print estate has been cut by 70% while still improving the service, more efficient business processes are being adopted and the council is starting to see significant cost savings.

## Executive summary

**Name:** Conwy County Borough Council  
**Location:** Conwy, North Wales  
**Size:** 5,500 staff  
**Activity:** Welsh Local Government

### Challenges

- Deliver major council modernisation and rationalisation programme
- Aging, inefficient print resources, decentralised control

### Solution

- Ricoh Managed Print Service
- Ricoh Production Print Solution

### Benefits

- Helps modernise operations and deliver enhanced community services
- Improves document management operations despite 70% cut in print resources
- Colour print cut from 25% to 16%, printed pages cut by 2m
- Starting to deliver significant cost savings
- Encourages adoption of more efficient business processes

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### Challenges

Conwy County Borough Council (CCBC) is a unitary authority for the borough and historic town of Conwy which sits on the north coast of Wales with its imposing 13th century castle and fortified town walls.

CCBC serves a population of around 117,000 and, to improve service delivery and efficiency and reduce costs, it has launched a modernisation programme. This comprises several initiatives including real-estate rationalisation, digitising services and streamlining business operations and processes. One area that needed addressing was print and document management and the volume of paper the council processes. The council's existing fleet of print devices could not support modern and efficient working practice. The print equipment was starting to age and comprised around 500 devices, seven different brands and 66 model types which the council described as "a nightmare to manage and support".

The council wanted to update print and document management to improve the service, but also to reduce the use and cost of print across the organisation. The first step was to bring budgets that had been devolved to departments back to a centrally managed one. Next the council reviewed a number of potential suppliers via a national procurement framework which included workshops and technology demonstrations. The process highlighted Ricoh as the preferred partner for value for money and quality of service.

Brian Laing, Corporate Project Manager, Information Technology and Digital Transformation at Conwy County Borough Council, says, "[Conwy County Borough Council ran a competitive tender for a new print and document management solution under a national framework agreement. From day one it was](#)



work with the council. We also liked Ricoh's strategic thought and approach to helping the council transform and modernise its operations."

### Solution

CCBC has partnered with Ricoh to deploy a Ricoh Managed Print Service (MPS) and a Ricoh Production Print Solution (PPS), including implementation and training, and an on-going support contract. The Ricoh MPS comprises Ricoh Multifunction Products (MFPs) and a centralised print management application. The project began with four main head office buildings in Conwy where 27 Ricoh MFPs replaced 95 old devices. The solution was then rolled out to around 30 remote sites with some of the smaller locations requiring only desktop Ricoh MFPs, rather than larger floor-standing devices.

One of the key features of the new MPS is Pull Print, which allows staff to print to any device at any location. More importantly, it helps improve security since documents are only printed when the user is at the printer, as well as reducing waste by eliminating unwanted print outs.

The Ricoh PPS replaces an existing print room with new Ricoh digital colour production presses. It integrates with the Ricoh MPS so that larger and more complex print work can be diverted from office-based Ricoh MFPs to the print room where these jobs can be done more efficiently, faster and for less cost.

### Benefits

The Ricoh solution has enabled CCBC to improve its print service despite reducing devices from over 500 to 85. It has also reduced 66 device types down to just three Ricoh MFP models which simplifies print use for staff, since all the devices have the same user interface. But it also reduces cost and complexity associated with supporting and managing multiple device types and consumables.

"The Ricoh project has been a huge success and is delivering significant benefits to CCBC and the community it serves. We've managed to reduce our print resources by over 70 percent, but have still improved the quality, efficiency and cost-effectiveness of print and document management services. We started in May with business requirements and by December had completed first phase implementation. That was a fantastic achievement and is due in no small part to Ricoh's professional approach and quality of service. In all honesty I don't think we would have got that out of many suppliers," says Laing.

Although the council is still analysing the financial benefits of the Ricoh solution, it believes it is starting to deliver a considerable reduction in costs especially with colour printing. The volume of colour print produced by the council

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has been cut from 25 percent to 16 percent. Overall printed pages have been cut from eight million to six million. The Ricoh MPS has given the council much greater insight into how print resources are used. For example, Pull Print highlights print volume and from this the council estimated it had been producing up to 73,000 pages a year in uncollected print jobs.

Another benefit of the Ricoh solution has been the opportunity to reduce cost and waste by removing device over specification. Previously, because each department controlled its own budget there was a tendency to over spec equipment. Because of better management information, the council has been able to assess departmental needs and deploy resources appropriately instead of having a device that is over or under capacity.

The Ricoh solution has helped to foster the way staff operate. Laing says, "We had been trying to change business processes for a while. Thanks to the features and capability of the Ricoh technology it has now given people an increased appetite to change the way they work and staff are now asking how they can change various processes through scanning and reducing printing. We really didn't expect it to be taken on so well and so quickly, and now we're starting to see a more natural shift to more efficient business processes."

Two examples are in finance and HR. Previously, paper invoices received at a remote office would be processed and

forwarded to the appropriate department for storage or put through the internal courier mail to the main office for processing. It was slow and inefficient. Now they are scanned remotely and sent straight to finance. Equally, HR paper documents like sick notes are now scanned instead of being processed manually and archived by HR.

Although schools and libraries in the region still manage their own budgets, CCBC is looking at how a centrally-managed Ricoh MPS solution could benefit them and how the council's experience and IT expertise could also support schools and libraries.

Laing says, "It may seem a bit counterintuitive trying to reduce print on one hand, while on the other investing in new equipment. But the Ricoh solution is more than just printing, it's about rationalising print resources, using technology to improve processes and help staff to be more efficient and agile, and ultimately filter those improvements through to the services Conwy County Borough Council provides to the community."

### Ricoh Solution/Products

- Ricoh Multifunction Products
- Ricoh Pro 8220s
- Ricoh Pro C5210s

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Brian Laing, Corporate Project Manager  
Information Technology and Digital Transformation, Conwy County Borough Council

