



## SUCCESS STORY:

# Label printers supported under Managed Print Services contract

Market-leading logistics company safeguards business continuity by entrusting the management of mission-critical label printing to Ricoh.

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## CUSTOMER PROFILE

Ricoh's customer is one of the world's leading logistics companies. Represented in over 220 countries and territories, the company delivers more than 1.5 billion parcels a year. Ricoh provides Managed Print Services for the company. The services are extended globally and cover the supply and servicing of office printers.

In addition to its fleet of office printers, the logistics company uses specialised label printers in its regional distribution centres. Critical to the delivery of day-to-day operational services, the label printers are used to print the shipping labels which are attached to packages and palletised goods.

The barcode and RFID labels are used to identify packages and ensure that they are shipped in accordance with customer requirements. Scanning the labels, the logistics company is able to automate operational processes and provide accurate real-time updates on the delivery status of individual packages.



Label printers often failed at the point of use, adversely impacting logistical operations. Unable to print mission-critical labels, shipments were delayed.

## BUSINESS REQUIREMENTS

Whilst critical to day-to-day operations, the logistics company's label printers were not managed with the same efficiency as its office printers. Label printers had been procured, as and when required, from different vendors, and many were outside of warranty and not covered by service contracts.

Label printers sometimes failed at point of use, adversely impacting operational processes. Crucially, with staff unable to print mission-critical labels, shipments could be delayed. And, with no coherent support plan in place, time and money was wasted arranging ad-hoc repairs and procuring replacement devices.

Label printer failures were a particular problem for the company's supply chain division, based in the Czech Republic and Slovakia. The subsidiary, which provides

contract logistical services, had already benefitted from Ricoh's managed approach to office printing and asked Ricoh to extend its services to include label printing.

### Key objectives

- Eliminate print-related delays
- Improve operational productivity
- Outsource printer management
- Replace aging legacy devices
- Establish a better service regime

The barcode printers are serviced by the same technicians that support the company's office printers. Already security checked by the logistics company, they can access all areas.



## RICOH'S SOLUTION

Extending Managed Print Services to include label printing was a natural progression for Ricoh. Not only was Ricoh already supporting the logistics company's office printers, Ricoh is an official partner of Zebra, the industry leader in barcode printing, and is able to supply and service Zebra label printers.

Ricoh replaced more than 450 label printers of different types with new, high-performance Zebra barcode printers. The new devices are registered with Ricoh's central service desk, which provides a single point of contact for all print-related issues, including those related to label printing.

The Zebra barcode printers are serviced by the same Ricoh technicians that support the company's office printers. Already security checked by the logistics company, they can access all areas. Trained by Zebra and using genuine spare parts, they are able to resolve most label printing issues.

### Key components:

- Extend existing MPS contract
- Supply Zebra barcode printers
- Register label printers with service desk
- Establish local swap-pools
- Provide expert field support



## CUSTOMER BENEFITS

Ricoh provides the label printing services as an extension to its Managed Print Services contract. In essence, Ricoh seamlessly manages ALL print-related matters for the logistics company. However, recognising that barcode printing is mission-critical, additional services are extended by Ricoh.

For example, to ensure continuity of service, Ricoh established label printer swap-pools. Should a barcode printer fail at point of use, logistics staff are immediately able to access a like-for-like replacement from the swap-pool. With the printing issue resolved, staff are able to continue processing orders.

The new Zebra barcode printers have proved to be highly effective. Improving productivity at point of use, they produce high quality shipping labels at speed. And, with Ricoh expertly managing related services, including the supply of print heads, label printing no longer impacts the delivery of day-to-day logistical services.

### Key advantages:

- Business continuity ensured
- Centrally approved supplier
- Uniform service in all markets
- Single point of contact for support
- Significant costs savings

Should a barcode printer fail at point of use, operators can immediately access a like-for-like replacement from the swap-pool.

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## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 19.06 billion USD.

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