



SUCCESS STORY:

# Zebra Managed Print Services safeguard logistical operations

Leading transport and logistics company engages Ricoh to provide Managed Print Services for its distributed fleet of label printing devices.

---

## CUSTOMER PROFILE

Ricoh has extended its Managed Print Services contract with a well-known transport and logistics company to include label printers. The company uses label printers to print barcode and RFID shipping labels. The labels, and the devices on which they are printed, are critical to the company's day-to-day logistical operations.

The logistics company ships thousands of items every day for its clients, expertly managing the movement of products as diverse as automotive components, white goods, perishable foods and pharmaceutical supplies. Every item is tracked and can be accounted for throughout the logistics process.

Unique barcode and RFID labels, printed and attached to goods in the company's regional distribution centres, are used to identify and track the progress of individual packages and palletized goods throughout the logistical process. The labels ensure the correct handling and timely movement of goods across borders.



## BUSINESS REQUIREMENTS

Although critical to the logistical process, label printers had previously been acquired by the logistics company on an ad hoc basis. The company was using a variety of label printers. Different devices had been purchased from different vendors at different times, with little consideration given to maintenance and support.


The label printing infrastructure was difficult to manage. Devices were not systematically updated, there were no metrics around device performance, and there was not a coherent support plan. Critically, devices would often fail at the point of use, preventing distribution centre operatives from printing labels.

Recognising that labelling issues were adversely affecting the delivery of its core business services, the logistics company sought to improve the resilience

of its label printing infrastructure. The company looked for a partner that could expertly manage and support its entire fleet of label printing devices.

### Key objectives:

- Reduce print-related operational failures
- Deploy best-in-class printing technology
- Systematically manage and update devices
- Access fast and effective field support
- Uniform regional/global service



The Zebra label printers are proving to be reliable, productive and easy to use. And, with Ricoh responding quickly to day-to-day issues, the logistics company has seen a significant reduction in the number of print-related labelling failures.

## RICOH'S SOLUTION

Ricoh was the natural choice. Ricoh had already demonstrated its service credentials by providing expertly Managed Print Services for the logistics company's office environment. And, it had just extended the scope of its core Managed Print Services model to include the supply and servicing of Zebra label printers.

Ricoh transformed the logistics company's label printing infrastructure. New high-performance Zebra label printers were installed by Ricoh in the company's regional distribution centres. The label printers are monitored by Ricoh using the same print management application that it uses to manage office devices.

Ricoh's central service desk now provides a single point of contact for ALL print-related issues, including those related to label printing. Any issues that cannot

be resolved over the telephone are quickly escalated, with Ricoh's own certified technicians providing expert field support for Zebra label printers.

### Key components:

- Extended Managed Print Services
- Zebra label printers
- Extended deployment of Streamline NX
- Single point of contact (SPOC) help desk
- Global/EMEA-wide service operation



# CUSTOMER BENEFITS

The new Zebra label printers are proving to be reliable, productive and easy to use. And, with Ricoh responding quickly to day-to-day issues, the logistics company has seen a significant reduction in the number of print-related labelling failures, safeguarding the execution of core business processes.

Ricoh's service desk now manages all label printing devices. Field support is provided by the same technicians that service the company's office printers. Already registered with the logistics company, they can securely access all distribution points, and using genuine parts, quickly resolve any printing issues.

The service is easily scalable. With label printing provided by Ricoh as a managed service, the logistics company can add new distribution centres to the contract at short notice, increasing business agility. And, instead of tying up capital, new printers and associated services are provided by Ricoh on an OPEX basis.

## Key advantages:

- Systematic management of label printers
- Optimised label printing infrastructure
- Significant reduction in print-related failures
- Regionally/globally scalable service
- Print provided as a service (OPEX)

---

## 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.

For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)

**RICOH**  
imagine. change.

[www.ricoh-europe.com](http://www.ricoh-europe.com)

The facts and figures shown in this brochure relate to specific business cases. Individual circumstances may produce different results. All company, brand, product and service names are the property of and are registered trademarks of their respective owners. Copyright © 2020 Ricoh Europe PLC. All rights reserved. This brochure, its contents and/or layout may not be modified and/or adapted, copied in part or in whole and/or incorporated into other works without the prior written permission of Ricoh Europe PLC.