

## Case Study

Mirror Controls International (MCI)  
Manufacturing  
Managed Print Solution

Ricoh helps automotive manufacturer reduce print costs, deliver high-quality engineering documentation



A Ricoh Managed Print Service is helping MCI, a world-leading automotive parts manufacturer, produce clear, high-quality design documentation as well as reduce costs and manage print resources more effectively.

The Ricoh solution has cut 10 percent off annual printing costs and reduced the print device fleet by half.

## Executive summary

**Name:** Mirror Controls International (MCI)  
**Location:** Manorhamilton, Co. Leitrim, Ireland  
**Size:** 170 staff  
**Activity:** Manufacturing

### Challenges

- Support product design and manufacture with better quality engineering documentation
- Little information or control over print resources
- Difficult to manage multiple suppliers, printers and device types

### Solution

- Ricoh MPS

### Benefits

- Delivers a 10% annual saving on printing costs
- Ensures complex and detailed designs and plans are produced in clear, high-quality print
- Reduces number of printer devices needed by half
- Provides a rationalised printer operation that targets specific user needs and reduces unnecessary printing
- Helps to reduce paper consumption



### Challenges

Mirror Controls International (MCI) is the world's leading manufacturer of mirror controls for the automotive industry. This technology is used by drivers to electronically adjust a wing or rear view mirror, or activate a heater to clear frosted glass. MCI products are supplied to car makers around the world, from leading brands such as BMW, Mercedes, Volkswagen and Citroen, right down to small specialist manufacturers. The company, headquartered in the Netherlands, employs 170 staff at its manufacturing and engineering facilities in Manorhamilton, Co. Leitrim, Ireland. There are also two other manufacturing facilities in Mexico and China, as well as satellite offices in US, South Korea and Japan, with a total of 643 employees.

A fundamental part of the manufacturing process at MCI's manufacturing plant in Ireland is the creation, production and sharing of engineering plans and designs. Despite the use of sophisticated computer-aided design and electronic distribution, there is still a need to physically print documents. They need to be printed to exchange information and support designers and engineers refine products and manufacturing processes. Therefore print and its ability to produce sharp, high-quality documents is particularly important to the business. Also, alongside the usual administration documents such as letters, staff also need to print a wide variety of other documents including ones for production monitoring and financial reporting. All this consumes around 225,000 sheets of paper a year.

But like many organisations, MCI's print facilities had developed over time in an ad hoc and often uncontrolled way. Most of MCI's printers had been purchased independently by different departments and on a need-by-need basis, resulting in around 20 printers from a variety of different manufacturers with differing maintenance and

consumable requirements. Printers ranged from very new to nine years old and there was little or no information about how much printing cost, or control over how much was being used.

Dermot Keaney, ICT Engineer & Business Analyst at MCI, says, "We had many different printers, with different suppliers to contact when problems arose, and to source consumables. It was difficult to track consumption accurately each month. There was no control over our print equipment, and we had no real idea of our user needs – why people were using a particular printer and what they needed it for. For example, some documents don't need printing at all and could be scanned into electronic form, or viewed online, or stored electronically."

MCI wanted to gain much better control over how print was being used across the organisation and have a more efficient way of managing its print resources.

### Solution

Following a tender process to find a new solution, the contract was given to Ricoh. "We wanted to have a single supplier for all our hardware and consumables, but cost wasn't the only consideration. We wanted to rationalise our printing, and reduce the number of machines. We were looking for a company that we could work with as a partner to really transform our print operation. Ricoh's proposal made it the obvious choice, in terms of offering value for money but with the level of service we wanted," says Keaney.

MCI has deployed a Ricoh Managed Print Service (MPS), which has replaced the company's fragmented print operations with a single print service, and reduced the number of printers by 50 percent, down to just ten Ricoh Multifunction Products (MFPs).

The company is also using Ricoh's @Remote application, which turns print device data into easy-to-use, management information to help monitor printer and consumable use. The @Remote software gives MCI a real-time picture of how print resources are being used across the business, but also has the ability drill down to provide highly detailed information on how an individual printer is being used, or how an employee is using print resources.

"The Ricoh MPS enabled us to replace our old printer fleet with the latest technology Ricoh MFPs. In addition, Ricoh's cost structure means that funding the solution is much easier. We have a five year, fixed term contract with Ricoh, so we know how much it will cost, with no price fluctuations. And that incorporates all the service charges as well," says Keaney.

*continued overleaf*

## Case Study MCI

In addition to a complete rationalisation of print equipment, the Ricoh solution also provides locally-based engineers and support staff, and onsite training. "Ricoh came in for the first month, to help train staff and ensure everyone was confident about using the new printers," says Keaney.

### Benefits

The Ricoh MPS has enabled MCI to rationalise its print service by making it more efficient, more cost effective and easier to manage. Also, capabilities of the Ricoh MPS, like @Remote print management software, mean less printer down time and fewer hold ups and delays when producing and sharing product designs and plans. Another important benefit of the Ricoh solution is the quality of print. The Ricoh MFPs are able to print engineering design documents, which often have detailed and complex drawings, clearly and to a high quality.

Keaney says, "Since deploying the Ricoh solution, we have seen significant savings in terms of cost, time and efficiency. There has been an annual reduction in print costs of 10 percent through savings such as the potential replacement of machines, service call outs, and consumption. We've also got much greater visibility of print resources and how they are being used."

Keaney adds that Ricoh's @Remote software has been particularly useful in improving print management and reducing waste. He says, "We can use @Remote to show exactly what is being printed on a monthly basis, and we circulate this report through all the departments. When people see what their own department is consuming, and compare that to the rest of the company, it raises awareness and creates a bit of competition to see if they reduce print volumes which helps reduce costs and waste."

The @Remote portal enables MCI to access real-time information showing its print resources and how print facilities are used, right down to an individual user. Keaney is able to allocate access to printers, and printer features, according to need. More staff now have access to colour printing for example, than before.

The previous mix of inkjet, laser, desktop printers and photocopiers has been replaced by the more efficient Ricoh MFPs. After evaluating the company's printing operations, Ricoh was able to reduce the number of printing devices needed by half. The migration to printing with fewer devices was seamless for employees, with on-the-spot training provided by Ricoh. Keaney explains that, "One of the biggest hurdles I faced was getting the staff to take on the new solution, but with help from Ricoh and education about the benefits of the new solution, staff have embraced the change. In those terms the installation was very smooth."

Keaney says, "An unexpected benefit has been access to Ricoh's network of local engineers. We're very happy with the speed of response, but being able to have the same engineers regularly means they become familiar with our business and understand how we work, which is an advantage we didn't anticipate."

The impact of the Ricoh MPS has led MCI re-evaluate how it manages not just print, but how all documents are handled. MCI is now in the process of talking to Ricoh about expanding its managed print service to help deliver a global, group-wide managed document system.

### Ricoh Solution/Products

- Ricoh Multifunction Products
- @Remote

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