

# Case Study

transportation

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imagine. change.

## BDP International

Ricoh Transports Logistics Giant to New Realm of Information Management with Right-sized Fleet, Secure Print, Workflow Advancements and Services

*"It's clear to us that Ricoh isn't just trying to profit from BDP International, they want to be our partner and solve our problems. Ricoh is a straight shooter that has vastly improved our organization's information management."*

— Jason Bullock  
Executive Director of Global IT  
Infrastructure and Support  
BDP International  
Philadelphia, Pennsylvania



### ABOUT THE CUSTOMER

When you're moving the products of some of the world's most respected global brands across ocean, air and land, there's little room for missteps. Deadlines must be met. Products must reach their destination intact. Security must be airtight.

For BDP International, one of the world's largest 3PL transportation providers headquartered in Philadelphia, Pennsylvania, meeting these demands—and more—is part art, part science. The art of really listening to its customers and determining their needs. The science of delivering and over-achieving for its more than 4,000 customers in a variety of industries including chemical, oil and gas, healthcare, retail and consumer products.

Without access to information in the right form—right when it's needed—BDP International employees can encounter obstacles where there should be answers. The company hit an information roadblock in 2015 when the disadvantages of its disjointed fleet of printers and copiers used to output information throughout its North American offices could no longer be ignored.

Devices were frequently breaking down. Replacement devices—whatever cost the least at the time—were brought in without regard to actual output and workflow needs. Wait times for repairs were unpredictable from the national office supply chain that had provided fleet and managed print services to the organization for 18 years.

#### CHALLENGE

- National supplier not keeping BDP aware of technology roadmap and digital features that could be competitive benefits
- Mixed fleet, lengthy service delays
- No fleet visibility, security or controls
- Disjointed information management and workflow

#### SOLUTION

- Downsized and right-sized fleet with Ricoh
- Nuance® AutoStore and Output Manager
- Custom software development
- Ricoh Professional Services and Managed Print Services

#### RESULTS

- Strategic partnership for hardware, software and services
- \$200,000 projected annual cost savings
- Dramatically improved information management and workflow
- Fleet visibility, secure printing, seamless implementation

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### CHALLENGE

While BDP International has executed the most demanding logistics and transportation operations for nearly 50 years, when it came to document and print management, it had the worst of all worlds.

The national office supply chain the company relied on was merely the middleman between manufacturers of printing technology and its customers. Devices to print, scan, copy and fax were recommended on lowest price and BDP International had nearly every make and model in its North American offices. That meant different user interfaces and procedures to access, input and output documents.

The service side of the arrangement was equally flawed. With no dedicated service technicians, the office supply chain relied on third-party service providers to repair devices—and there were different technicians for each manufacturer's products. Often, it took several days before a service technician arrived at BDP International to diagnose a problem. Then, there was several more days of waiting before the technician came back to fix the device.

"When a device broke down, our employees had to submit a help-desk ticket internally and then I'd submit the ticket through the provider's website. We never knew when they were coming," said Vince Pace, Unified Communications Manager at BDP International. "When it couldn't be fixed, they'd just throw another big device in there—when what we really needed were three smaller ones."

BDP International was also working with its provider for managed print services for all of its offices, but supplies rarely arrived in a timely manner. There was also no visibility into the fleet so BDP International could track usage by device and make better business decisions about information management. Because the fleet was so fragmented, they couldn't implement print controls such as duplex and black-and-white printing universally to reduce costs and advance sustainability goals. And there was no universal print driver that would allow BDP International to push out software to all its different devices and offices in a single sweep.

"The visibility and reporting was just not where it needed to be," said Vince Pace. "Our vendor didn't provide anything to help us gain insight into our fleet so we could make improvements to our document management and workflow processes."

Security was also a growing concern. There were no unified security protocols for the disjointed printing fleet. Documents printed and left at the device for pick up would be recycled or trashed if not picked up that day, which was not as secure as BDP was shooting for.

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It became obvious to BDP International's IT steering committee that change was a must. They compiled a matrix listing all the capabilities that were critical to putting the organization on a better path to streamlined fleet and information management. Topping the list was right-sizing its printing fleet, improving its break/fix service and implementing software solutions to build efficiencies, security and controls into the organization's processes. In addition, the organization wanted a partner that could deliver on a global footprint, beginning with its North American operations.

"We had the incredible opportunity to move forward with a technology focused partner, one that we knew would help BDP improve upon our IT services," said Jason Bullock, Executive Director of IT Global Infrastructure & Support for BDP International. "Also, North America was just going to be our first step. We wanted a partner that could replicate its solutions and services for BDP overseas."

### SOLUTION

BDP International issued an RFP and gave a variety of providers the opportunity to make their case, including the incumbent with the history of poor performance.

At this same time, Unified Communications Manager Vince Pace happened to be at his daughter's soccer game and asked another father in the bleachers who worked at a large healthcare organization what provider his company relied on for fleet management. It turned out to be Ricoh, who had just gone through its third renewal with the healthcare organization and came highly recommended.

"It was a no-brainer to bring Ricoh to the table," said Vince Pace.

Based on its matrix, BDP International scored each contender on their ability to deliver on its wide spectrum of needs. Ricoh proposed a multi-faceted approach—encompassing a complete fleet refresh, advanced software tools for document management and workflow improvement, professional services to rollout and install new MFP devices and software solutions and managed services for ongoing support of the entire fleet. This complete, well thought-out offering impressed the IT steering team and ultimately won BDP International's business.



Right sizing the organization's printing and copying fleet was the first big step. After analyzing the devices installed by the previous vendor, Ricoh determined they could significantly downsize the organization's fleet from about 300 devices to 115 MFPs while improving output capabilities. In an unexpected turn, Ricoh offered to buy BDP International out of its contracts with the previous vendor to get the new devices installed quickly. Ricoh also handled all of the returns of the old devices, giving BDP International an easy, hassle-free out.

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“This wasn’t the show-stopper, but it did add more value to working with Ricoh—on top of their reputation in the market, global presence, technology solutions and team,” said Bullock. “The buy-out made the device transition cost neutral for us while showing us that Ricoh wanted to earn our business and be with us a long time.”

Next came implementation of several key software platforms aimed at dramatically improving document management, workflow processes, fleet visibility and security. With 25 offices across North America and employees that travel between the locations, BDP International wanted a simple system where employees could easily access and print documents no matter what office they were working in. They also wanted those documents to only be accessible to the employee who printed them.

Ricoh installed Nuance AutoStore and Follow-You printing on the MFPs that enables employees to simply swipe their ID badges to securely print and retrieve documents at any MFP across the organization. Nuance Output Manager was implemented to create a universal print driver that is able to push out software to all the different devices and offices from BDP International’s Global Datacenters.

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It also functions as the operating system for AutoStore and Follow-You printing.

“Follow-You printing was a huge hit. It simplified everything, gave us the security we needed, and allowed us to cut costs and right-size our environment,” said Vince Pace. “Now, we just use our badges to authenticate at the MFP, at any office, and we don’t need to have a device sitting on an employee’s desk.”

AutoStore also provides analytics for the fleet, giving BDP International visibility into the use of their fleet—by device and specific users. Going forward, this will help the organization better manage its fleet and decide whether to implement controls around printing to reduce paper waste and advance sustainability initiatives.

To take BDP International’s workflow to the next level, Ricoh wrote custom workflow software to make scanning into its existing EMC ApplicationXtender content management technology more efficient at its York, Pennsylvania office where all intake records are entered. The custom solution was integrated with the AutoStore workflow software on the Ricoh MFPs, allowing the York employees to quickly tag documents with jobs numbers, dates, credentials, shipping instructions and other command fields, scan the document to their email and then send the email directly into the content management system.

This solution was tightly integrated with the organization’s global email address book to make the process even more seamless. With this technology, the previous six- to eight-step intake process has been cut down to one or two simplified steps.

“This was a big process improvement and it has freed up our employees to work on more critical things,” said Bullock.

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To ensure a smooth transition to all the new technology, Ricoh also provided professional services and worked with BDP International on change management services. A detailed schedule was provided to BDP International so the IT steering team knew precisely what was being delivered, to which locations, and when. On-site training took place at each location, with PowerPoint presentations and detailed reference guides left behind in case employees had additional questions.

“Our employees rely heavily on scanning and printing to do their jobs so we had to have very defined deployment and change management strategies and that’s what Ricoh gave us,” said Bullock. “In the end, we created great value to our BDP operations team and uplifted the technology platform.”

On the support side, BDP International has one, trusted source for service calls and automatic toner and supplies replenishment with Ricoh Managed Services. Best of all, service technicians show up quickly when issues do arise—no more waiting days, even weeks, to get equipment back up and running.

BDP International is so satisfied with its solutions they are now talking with Ricoh about further ways to leverage their new equipment technologies and processes. For instance, Ricoh is currently in discussions to rewrite a program using Output Manager to cut time and cost from BDP International’s check printing process—while adding increased security.

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### RESULTS

With a successful fleet refresh and software implementation throughout BDP International’s North American enterprise, the stage is set to take this proven and repeatable model global. Costs are transparent. The solutions work. And there are no headaches working with Ricoh.

“With Ricoh in place we’ve established a strong partnership that allows us to plan for our future,” said Bullock. “We will continue to leverage operational efficiencies throughout the company.”

### Cost Savings, Enhanced Security

There’s been a significant drop in costs on BDP International’s monthly P&L statements since signing on with Ricoh. In addition to the cost-neutral device buy-out, the organization expects to see a \$200,000 annual savings from the total program.

Authentication at the devices has brought both peace of mind and paper savings. Sensitive documents are held in check until the user is ready to print and then retrieve that document. The areas surrounding the devices are no longer buried in wasted prints.

“The introduction of Follow-You printing is a huge deal for us. We no longer have paper cluttering every floor and every office,” said Vince Pace.

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### **Right-sized Fleet, Increased Productivity**

BDP International's printing fleet is now just the right size. And in the future, the organization has the tools in place that bring visibility to the fleet so it can continue to analyze and right-size as business needs change or grow.

BDP International's workforce is now making information work like never before, at a fraction of the time it used to take. Processes that previously impeded productivity are no longer barriers and employees have freed up time to focus on the things that really matter in their workday—making good business decisions and serving customers.

"From the start we were cautiously optimistic with the rightsizing and removing of so many extra devices from the floor. Since then we have received great feedback from our teams. They are reporting to us their ability to work more effectively with the new device footprint," said Bullock.

"With Ricoh in place we've established a strong partnership that allows us to plan for our future. We will continue to leverage operational efficiencies throughout the company."