

## IKON Case Study

# National City Corporation

### OBJECTIVES

- Leverage the latest technology to improve employee efficiency
- Reduce the overall costs of producing documents
- Reduce administrative burden
- Incorporate high-speed, lower-cost color devices to meet increased demand for color outputs

### SOLUTION

- IKON Document Output Strategy Assessment
- Replace existing printers and copiers with networked multifunction devices
- Over 300 new, high-speed, lower-cost color devices installed
- Nearly 12,000 copiers and printers replaced by 3,500 multifunction devices

### RESULTS

- Improved productivity and efficiency and increased cost effectiveness
- Migrate higher-cost printer outputs to lower-cost multifunction devices

### Migrating to multi-function devices saves time, money and space

As one of the nation's largest financial holding companies, with assets of more than \$141 billion, National City Corporation operates more than 1,200 branches in Illinois, Indiana, Kentucky, Michigan, Missouri, Ohio and Pennsylvania. In addition to its retail and corporate banking services, National City offers asset management, consumer finance, mortgage banking and leasing.

### OBJECTIVES

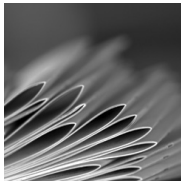
National City generates approximately 200 million prints and 200 million copies annually. To support its growing operations, National City wanted to upgrade its technology and streamline its document production environment. To do this, National City wanted to reduce the overall costs of producing documents, leverage MFP technology to improve employee efficiency and reduce the administrative burden associated with the management of their document production infrastructure. At the same time, IKON, a long-time provider of document management equipment to National City, approached National City about performing an IKON Document Output Strategy Assessment (DOSA). For this assessment, IKON Professional Services consultants would study and analyze the document output of printers, copiers and other assets. Key data provided by the assessment around production environment and assets, including utilization rates and productivity analysis, would help National City determine its next steps.

### SOLUTION

National City agreed to engage IKON to perform a comprehensive DOSA. The study identified assets and determined print and copy usage and costs for National City's Corporate Headquarter location and a major operations/production center. In addition, end users were interviewed to determine their specific needs. National City's project team then validated the results. Based on the assessment's findings, IKON developed a document output strategy for National City that included updating National City's document production infrastructure and reducing their fleet of approximately 12,000 printers and copiers to approximately 3,500 networked multifunction devices. The potential impact of the implementation included increased efficiencies and the opportunity for significant annual savings. Based on the recommendations, National City created a formal Request for Proposal.

After comparing offerings from several vendors, National City turned to IKON to implement a proof of concept to validate that the solution would meet all of the requirements. A 90-day pilot was conducted at the National City headquarters where the recommended solution was implemented. The pilot was a success, and employees that participated in the pilot were pleased with the outcome.





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### RESULTS

The pilot proved that by migrating to the multifunction devices, a smaller but up-to-date and well-integrated fleet will cost less to operate and do a better job of meeting user needs. National City reported that the solutions that were implemented provided:

- 75% fewer devices to acquire, supply (supplies, service, maintenance) and track
- Space and power savings
- Shared finishing and paper supplies
- Documents produced faster and at lower cost
- Access to high speed full-color technology at a lower cost

Following the successful pilot, National City reviewed the results of the pilot, the technology, and savings and decided to proceed with the full implementation. IKON worked with National City to develop a customized implementation process to meet National City's requirements. The deployment occurred over 18 months, involved the replacement of nearly 3,000 copiers and virtually all printers with new multifunctional devices. IKON continues to work closely with National City's Corporate Purchasing, Information Protection and Information Technology groups to ensure compliance with requirements.

The implementation has been well received by the employees of National City. End-user satisfaction surveys indicate the majority of the respondents are very pleased with the solution. In addition, National City has said they are benefiting from more efficient workflows and streamlined processes, meeting their original goals. National City is now looking to IKON to work with them on the next steps for implementation of enterprise-wide faxing and scanning.

"National City's partnership with IKON has proven very successful," said John Szpak, Vice President, Corporate Purchasing at National City. "IKON's industry experience, depth of product knowledge and resources were very important to us in choosing a strategic partner for this nationwide initiative. We look forward to expanding our partnership with IKON and exploring additional opportunities in the future."

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