EMPOWERING
DIGITAL
WORKPLACES

BERNAS
PADIBERAS NASIONAL BERHAD

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Case Study

As the nation's partner in the paddy and rice industry, BERNAS and its group of companies are involved in the procurement and processing of paddy; as well as the importation, warehousing, distribution and marketing of rice in Malaysia.

Challenge

Bernas faced challenges in tracking and analzying print output due to the lack in facilities and infrastructure.

With a staff strength of 1,300 employees, BERNAS continues to fulfil its obligations which include maintenance of the nation's rice stockpile, acting as the buyer of last resort for paddy farmers and the distribution of paddy price subsidies to farmers on behalf of the government.

With such a diverse scope of functions, as with any large-scale organisation such as BERNAS, the need for streamlined office automation and printing solutions are not just a "nice-to-have" any more in this day and age, but rather a requirement.

As such, due to the lack of facilities and amenities described above, BERNAS faced several challenges. The initial printing and office automation setup at BERNAS posed two major problems. The first was being serviced by multiple external vendors, which led to the inability to manage contracts with multiple Multi Function Printer (MFP) vendors and Service Level Agreements. This also brought about secondary issues, namely the underutilisation or oversubscription of MFPs in certain locations as well as the tedious task of managing expiring printer contracts in various mills, warehouses and the company's headquarters.

The second major problem faced by BERNAS was the lack of security and tracking of printing in all of the company's offices and locations. With just about the entire BERNAS workforce requiring the need for printing capabilities to go about their day-to-day jobs, it also gave rise to several issues, which include the inability to control and verify printing usage by company staff, which in turn led to unnecessary and indiscriminate printing by staff, especially for non-work-related purposes.

Coupled with the high rental and colour printing charges, these issues affected the company greatly in terms of management and high costs.

Solution

To address the challenges faced, the management of BERNAS identified several possible requirements to overcome the setbacks the company was experiencing.

The first was to streamline, consolidate and simplify the printing needs of the company. This would be done by engaging a single vendor in contracting the use of MFPs and office automation solutions company-wide.

The second requirement identified was the need to put into place check-and-balance mechanisms, whereby the company could control the its printing costs and overheads by tracking usage by all staff.

The above requirements were brought about after the management weighed in on several risks against the needs of the company, towards achieving a balance for user requirements and the need for a strong and streamlined support service against costs and security.

To undertake the above process, BERNAS turned to Ricoh with its predicament with a brief to streamline its printing requirements as well as implement a process where usage could be measurably tracked and controlled.

After surveying BERNAS' company-wide needs and landscape, Ricoh proposed and implemented a tailored solution to address the issues faced by BERNAS. After considering the company's printing needs, Ricoh set up several of its MFPs in BERNAS' offices. These machines included varied devices including Ricoh's MP301SPF, MP3055SP and MPC3004, which helped to standardise the MFP features, capability and durability company-wide in BERNAS, leading to streamlined and simplified usage of these equipment.

The second way Ricoh addressed BERNAS' needs was to put into place a service support environment, fully managed by Ricoh, which would not only maintain the equipment setup by BERNAS, but also enable BERNAS to manage and track usage of all devices in order to better manage security and costs. Using Ricoh's capability, these devices could be monitored in real time remotely by Ricoh's experts, in order to optimise operational efficiency and preventive maintenance.

Another measure put into place by Ricoh was the implementation of the Cost & Management Security Solutions which affords users improved cost reduction and print management capabilities which enabled the ease of tracking, analysing, allocation and, if necessary, cost recovery requirements.

All in all it took a period of over 4 months to implement the above setup.

Result

The positive results of the above-mentioned solutions were seen almost instantly.

With the commissioning of Ricoh to manage its printing solutions, BERNAS was able to streamline and consolidate its printing machinery – based on their exact requirements – with a single point of accountability, as opposed to the previous setup which involved multiple vendors.

In turn, BERNAS was better able to monitor the usage of its devices company wide, resulting in better control of costs and management of office automation and printing.

Moreover, the usage of Cost & Management Security Solutions enabled BERNAS to effectively monitor usage, right down to individual staff usage in order to gauge productivity against expenditure, while managing costs in the process.

Cost Management and Security

Organizations are constantly seeking new ways to trim costs and increase their bottom line. Ricoh's cost management and security solutions help you to do just that.

We offer a wide range of solutions to help users achieve the optimal usage of resources. Ricoh works with an organization to implement tools for routing print jobs, controlling access and reducing waste, allocating and charging back output costs and centralizing reporting and management of the output environment.