



Success Story – Swiss Federal Railways (SBB)

Ricoh takes over Managed Print Services for SBB

SBB's history as one of the world's greatest rail companies dates back over 100 years. The company has contributed significantly towards shaping the quality of life and the competitiveness of Switzerland. Pioneering spirit, reliability and innovation are still some of the company's strengths today. These strengths are essential if SBB wishes to surpass the increasingly challenging expectations of its customers and continue to develop. This also includes process improvements and cost reductions thanks to a modern printer infrastructure. As part of a WTO tender, Ricoh was selected under strict conditions to meet these challenges.

The project involved standardising more than 260 SBB points of sale, geographically distributed across the whole of Switzerland, within a period of less than four months. More than 2,250 machines were rolled out during ongoing operations and have been in operation since 1 June 2016.

"SBB is a challenging customer," confirm Daniel Mettler, Project Manager, and Ilona Szekely, who is responsible for the entire roll-out coordination at Ricoh Switzerland. The supplier selection process for SBB was extremely precise and detailed, while the demands were strict and rigorous. In order to meet these demands, some of the processes at Ricoh were restructured specifically for SBB. After several years of experience of Managed Print Services, SBB knew exactly what it wanted and needed – a fully managed print process from cost containment, server and application management to final output.

According to Daniel Dutoit, Project Manager with overall responsibility for the SBB print environment, SBB set three key objectives for its new print server management:

1. To improve the operational processes
2. To increase user-friendliness
3. To reduce printing costs overall

In order to reach these goals, SBB was looking for a partner that could offer everything from a single source: from print server management through to application management and queue management. The partner also needed to offer a perfectly and professionally organised nationwide service with short response times, and be able to replace the existing print fleet without disruption to ongoing operations. The ideal partner would also offer a very structured service management. It would be in a position to provide clear and concise reports and recommendations on process improvements and cost optimisations. During the tender process, SBB put great emphasis on team work and interaction with the supplier. For this very reason, the SBB project team visited Ricoh in Wallisellen a number of times in order for both teams to get to know each other.

Ricoh was finally offered the contract. As mentioned, the win depended as much on the team work as the capacity to seamlessly transfer a complex operation – such as that at SBB – from an old to a new supplier on a very tight schedule.

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Ilona Szekely

Head of Front-End Solutions
Ricoh Switzerland Ltd.

good planning, excellent communication, efficient teamwork and flexibility,” says Ilona Szekely with a touch of humour. “A roll-out can actually be compared to a surgical procedure: It is not something you would do voluntarily, however in capable hands it can be completed quickly. What’s more, the patient should feel much healthier than before.”

In order to minimise the waste while also preserving the environment, Ricoh implements a just-in-time and lean manufacturing process. Devices are pre-ordered at the factory in Japan and are largely pre-configured before they land in Europe. Additional adjustments, such as the region-specific language or the exact number of cassettes, are applied in Amsterdam before they are sent to the local staging area for the relevant customer. Every machine in this area is specially aligned with the customer’s individual requirements, and the corresponding software is installed and tested. In the case of SBB, different software modules were installed on the printer, depending on the machine’s location. In each case, the aim was for all machines to have plug and play functionality in order to minimise disruption to the customer during ongoing operation.

This entire chain of different processes needed to be planned meticulously in advance. Together with SBB, the exact data was defined for each of the 2,250 plus machines. This not only involved defining data such as the IP or MAC address and other important properties that were important for integrating into the SBB network, but also the physical properties; for example whether a crane was needed as the building entrance was too narrow for a machine to pass through. Once the machinery process from the construction of a machine



through to its installation was under way, everything needed to be ready: delivery trucks, fitters, technicians and the customer’s IT. Not forgetting the users! Everything took place during normal day-to-day business operations, therefore it was essential that the SBB employees were informed in advance and were involved.

“Besides the quality of the data, teamwork with the customer is almost as important. It was a pleasure for my team and I to work with the staff at SBB – even when it came down to smaller items, such as the offer of a coffee or the generous parking allocation,” acknowledges Ilona Szekely.

It took less than four months to integrate more than 2,250 machines during day-to-day operations at SBB, while de-installing the old fleet the same time; three teams worked in parallel every day. A total of 63,360 km were travelled and even the most remote train station within the SBB network was included in the project. During this time there was not a single accident and all the machines were supplied correctly configured for their locations. Throughout the entire rollout, just seven cases of minor damage were reported, which were immediately rectified.

What happens now? Daniel Dutoit comments: “Ricoh has implemented a very professionally organised and pragmatically executed rollout, creating a good basis for future collaboration. The improved connection to the service systems via automatic interfaces by the end of 2016 will make the interaction between the support organisations at SBB and Ricoh even more efficient. The Print2Me function (which enables a user to «pull» his printout from any device), which has been rolled out across virtually all machines, promises to increase efficiency even further and improve the availability of the machines – not forgetting the amount of paper that will be saved!”



More informations on the Swiss Federal Railways (SBB) : www.sbb.ch/en