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SERVICE FROM THE HEART: CANON SOLUTIONS AMERICA HELPS PRESBY'S INSPIRED LIFE CONTINUE ITS MISSION OF ENRICHING LIVES

Enhancing the lives of others has long been the goal of Presby's Inspired Life. Located in the Greater Philadelphia area, this regional leader in senior living has provided quality housing and devoted service for nearly 60 years. Known for its tight-knit communities and exceptional service, Presby's Inspired Life provides all who enter through its doors the opportunity to engage in what life has to offer, and to the extent they are able. This distinguished senior service provider is appreciated for its compassionate employees who help offer a spectrum of opportunities to the 3,000 residents it supports in 31 different communities.

With resources that range from independent living, personal care, short-and long-term rehabilitation, as well as affordable housing, their flagship location, Rydal Park, exemplifies the premier continuing care environment that Presby's Inspired Life is recognized for across the Philadelphia region. Committed to providing a "dynamic and uplifting living

experience for senior adults," the revered organization offers customized living options to its residents that ensure a culture of both accommodation and enjoyment.

Managing a vibrant, growing network of continuing care communities, Presby's Inspired Life has made it its duty to keep up with the evolving trends in technology and document management. In its goal to communicate as efficiently as possible, Presby's Inspired Life produced a large quantity of printed documents, and did so with an extensive fleet of devices. But rising costs propelled the organization to look at other options. When the time came to reevaluate its printing environment, Presby's Inspired Life called on Canon Solutions America to help develop a plan that could support its growing business needs.

Canon

CANON SOLUTIONS AMERICA



"Canon Solutions America helped us to see the full potential of uniFLOW as it relates to the healthcare field and its impact as a pioneering technology on a large organization."

Yordanos Tela,
IT Business Systems Analyst
Presby's Inspired Life

FINDING THE RIGHT SOLUTION:

The main issue facing Presby's Inspired Life was the development and implementation of a printing strategy that would reduce costs and provide redundancy along with reliability. Presby's Inspired Life's print environment included a wide range of printers from various manufacturers, making daily operations both cumbersome and expensive. The need for streamlined print processes and a standardized printer fleet became more apparent as supply costs, specifically toner purchases, started to soar. Although they planned to reduce the number of print devices, Presby's Inspired Life wanted to ensure that workflow and efficiency were not sacrificed. A key element of the printer replacement strategy would be to define the print, copy and scan functions required by their users, along with access and security considerations, in order to select the appropriate devices to expedite everyday office tasks.

"Ultimately we needed Single Sign-On functionality and the ability to restrict color printing, faxing and scanning in an effort to reduce our bottom line," said Yordanos Tela, IT Business Systems Analyst for Presby's Inspired Life. "There was a growing need to develop a more productive process with regards to our print room management."

The ratio of single function printers, faxes and copiers to users—especially in the Rydal Park flagship location—was another cause for concern at Presby's Inspired Life, as document output costs continued to rise. In Rydal Park, the devices had different costs of operation and required different supplies. In addition, decisions for the equipment in place and their locations had been made over time and were now out of balance with best practices. This resulted in a collection of misaligned devices that led to high associated costs, overlapping functions and low device utilization. Additionally, this approach resulted in increased costs for the flagship location for equipment, service and supplies. This challenged Presby's Inspired Life's ability to manage a cost-effective printer environment. Canon Solutions America knew how Presby's Inspired Life could meet these challenges head on to reach their goals and provide an updated printing environment that could be strategically developed and appropriately sized to the volume and location.

Through internal discussions, Presby's Inspired Life recognized that workflow efficiency and a more efficient and economical equipment fleet was a key to sustained success.



COLLABORATING FOR SUCCESS

Stemming from an established and valued relationship, Presby's Inspired Life knew that with Canon Solutions America they had a trusted business partner that they could collaborate with to develop a realigned strategy for how documents were produced and distributed while lowering the operational budget. This opportunity to reduce both fixed and per-page costs through unified billing and global per-page charges, while employing strategies to lower the amount of pages produced, was an initial point of interest. With an established partnership in place, a plan to realign the document processing workflow was formed.

The starting point was an on-site assessment and evaluation at the Rydal Park location that Canon Solutions America performed. From this, the basis of the strategy which would provide a substantial reduction in the total number of units and a shift to Full Featured Multi-Function Printers was formed. Additionally, this assessment allowed Canon Solutions America to uncover several key issues. First, by reducing the total number of machines, the ones in place would need to be more fully featured to satisfy a wider range of users' requirements. This drove a requirement to restrict the access to features, such as scanning, color

and faxing to authorized users. Next, with fewer devices in the fleet, the issue of unavailable machines was brought forward, along with confidentially and documents which were printed in error. This set of requirements fit well into the feature sets of uniFLOW and the eCopy ShareScan solutions.

The uniFLOW system provides the ability for limiting access to the equipment and its features. Therefore only authorized users could produce standard or color documents, fax or scan. Additionally, uniFLOW provides a Secure Release printing so the author can retrieve their documents at any machine in the Enterprise; which eliminates the issue of unavailable machines and ensures confidentially. Moreover, should the documents not be retrieved, uniFLOW deletes them, lowering costs by eliminating waste.

The comprehensive input, output and control strategy that uniFLOW offers provided the Single Sign-On which Ms. Tela had requested to their Active Directory via a PIN Number. This eliminated the need to remember yet another password and allowed Presby's Inspired Life to ensure that only authorized users have access to the Multi-Function Printers, their features and documents.



The realignment also transitioned Rydal Park from eCopy ScanStations—the touch-screen kiosk they had been using for network scanning since 2005—to the embedded ShareScan Version. They initially had selected the eCopy ScanStations because of the high security, fast index data entry and efficient connectivity to their vital business applications that the system provided. This effective methodology for scanning into patient health records also accelerated access to patient data.

However, the new embedded eCopy ShareScan version enhanced the system in place and effectively integrated with uniFLOW. This aligned with their Enterprise Level infrastructure by passing the credentials required by Active Directory via Single Sign-On. This integration also provided the opportunity to control the set of features presented for scanning given to the end users.

By providing a single Administrator interface, the embedded eCopy ShareScan solution streamlined Presby's Inspired Life's administration of the system. The structure of the system also eliminated standalone computers, which created additional efficiencies and savings.

The uniFLOW and eCopy ShareScan systems provided the support for the realigned equipment fleet. The reduction in the total number of devices contributed to a significant improvement in the ratio of employees to machines (13:1), and reduced their per page costs by 90 % for black and white pages and 63 % for color. Ultimately, the investments required to acquire the uniFLOW and eCopy ShareScan systems, along with the multifunctional printers, were all paid for from savings. The end result was an overall 10% reduction in fixed expenses.

“We viewed Canon Solutions America as business partners, not just vendors, and we felt strongly about the technical resources they could provide,” said Ms. Tela. “We knew that we could really benefit from Canon Solutions America's ability to help us within the healthcare environment.”

THE FINISHED PRODUCT

Recognizing the invaluable benefits of Canon Solutions America's uniFLOW and eCopy ShareScan solutions, the Presby's Inspired Life investment was soon validated and appreciated company-wide. Employees enjoyed a user-



friendly experience with eCopy that enabled them to use multifunctional devices to easily and efficiently convert the information in paper documents into a digital format. The process of completing everyday operations like copying, scanning and faxing was quickened with the new and improved technology. Equally important, Presby's Inspired Life was now equipped with a service and support plan that offered a universal cost per page.

"Canon Solutions America helped us to see the full potential of uniFLOW as it relates to the healthcare field and its impact as a pioneering technology on a large organization," said Ms. Tela. "It's a solution that we both know and love today."

Through this process Presby's Inspired Life now manages and controls access to all printers and has stabilized its operating budgets. Additionally, uniFLOW offered Presby's Inspired Life the capability to limit or restrict access to specific features and functions. Employees now have access to the appropriate functions that can help them complete their daily tasks.

"It's been a wonderful collaboration from the beginning," added Ms. Tela. "I know we will continue to work together."

PRESBY'S INSPIRED LIFE

Founded: 1955

Business: Senior Service Provider

Headquarters: Lafayette Hill, PA

Website: www.presbysinpiredlife.org

The Canon logo, consisting of the word "Canon" in a bold, red, sans-serif font.