



OMI Managed Print Solutions Group

Voice of Customer Interview

National Food Distributor

Mr. Keith Royle
Computer Operations Manager
Minneapolis, Minnesota

National Food Distributor

The National Food Distributor, headquartered in Minneapolis, Minnesota, is the second largest publicly traded wholesale food distributor in the United States. The company distributes food products and provides support services to supermarkets, military commissaries, multicultural stores and extreme value stores in 36 states, the District of Columbia, Europe, Cuba, Puerto Rico, the Azores and Egypt.

The footprints of this innovative, multi-billion dollar company can be traced back to 1885, and to a small candy and tobacco store founded by the three brothers: Fred, Edgar and Willis. This tiny enterprise gave rise to a National Food Distributor and its excellent reputation as a premier food distributor. Today, more than 120 years later, this National Food Distributor is a member of the Fortune 500 with \$4.7 billion in annual sales and approximately 7,500 associates.

Cutting Costs, Boosting Efficiency

The National Food Distributor has distinguished itself over time through its growth, financial success and industry-leading efficiency; so it's no surprise that the company recently embarked on a project to curb overspending in their office printing environment. The OMI Managed Print Solutions Group was engaged to assist with the project and provide objective analysis, and PrinterRx, detailed data gathering software, was used to collect printer device and performance information.

Since the company has a variety of operating centers with a diverse network of printing, copying and multi-function devices, a centralized analysis and management strategy was needed to ensure cost savings and the highest return on investment for their printer fleet.

According to Keith Royle, Computer Operations Manager, the National Food Distributor was able to immediately reduce the number of devices in the fleet based upon the analysis. "We wanted to validate our print volumes, as well as what was being printed and who was printing the documents to the MFP devices we have on the floor," said Royle. "And so far what we've done here at our home office is that we had 150 printers and now we only have 37."

Savings as a result of the downsizing have been significant, not only because of the reduced fleet size, but also because the analysis uncovered work going outside of the company that could be more cost-effectively produced inside. "There was a lot of work that was being done outside, and instead of having it done by somebody else, we're bringing the work back here." By virtue of

"Vendors have asked if they could come in and look at our fleet so that they could save us money. I have to explain to them that we've already taken care of it ourselves."

having better visibility into the volumes and types of documents being printed, the National Food Distributor is now able to make more intelligent decisions about where output needs to be produced for the best cost.

Business Intelligence

Service levels and device downtime have also been improved because the National Food Distributor is now monitoring both device and supplier performance. “On a quarterly basis we meet with our vendor and we go through the SLAs on those devices,” says Royle. “PrinterRx provides us detailed information as far as what percent each device has been down. We can compare what we see with what our vendor is reporting.”

Royle evaluated several print management solutions before deciding to work with the OMI Managed Print Solutions Group and PrinterRx. “Print audit was one of them, and several others I downloaded for a 30 day trial,” says Royle. “We found the OMI approach met our needs with all of the options it offers us. For example, we can split it up by floor or by what printer is at each location. Each location can manage their devices. This product also auto calculates your financial data. With the other applications we were using previously we had to go in, and through some effort, do the calculations with a spreadsheet. PrinterRx quickly gives you an overall look into what your monthly spend is.”

According to Royle, this level of flexibility and automation was not available in the other solutions he evaluated. “These capabilities were either not available, or if they were, it was at a much higher cost.”

Royle points to assistance from the OMI Managed Print Solutions Group as an important factor for the success at the company. “They have been very helpful whenever I’ve had questions, or needed help with anything within the tool,” said Royle. “Whenever there was an issue, it was usually taken care of within a day.”

“There were a lot of things that we didn’t know before that we know now. If you are looking to cut costs within your company, this would be one of the tools I would recommend.”

From the perspective of an IT manager, Royle feels that workgroup printing is an area that is often overlooked, and suggests that other IT departments take responsibility for the printer fleet and initiate a similar analysis. “When we took this over in IT, there were a lot of things that we didn’t know before that we know now,” said Royle. “That has saved us money. If you are looking to cut costs within your company, this would be one of the tools I would recommend.”

Independent View

Royle suggests further that having an independent view of the environment is an important business intelligence tool. “Vendors have asked if they could come in and look at our fleet so that they could save us money. I have to explain to them that we’ve already taken care of it ourselves.”

The future looks bright at the National Food Distributor in terms of continue savings and efficiencies in workgroup printing. Royle is enthusiastic about how PrinterRx and OMI will continue to support the company’s goal to keep costs down and optimize the environment. “My knowledge of printers was very, very limited. Working with this tool certainly opened my eyes as far as the money that we are saving with the company.”