

Hospitality Case Study

**BUSINESS SEGMENT**

Hospitality

PRODUCTS

Mono Single-Function and Multifunction Printers

CHALLENGE

Lack of a streamlined reporting process

Limited office space

Heavy-duty daily printing and parallel port compatibility needs

SOLUTION

Reliable and robust mono multifunction printers with low Total Cost of Ownership (TCO)

Compact design conducive to office layout

Web portal access and overnight warranty exchange

**Monochrome Printer****Monochrome MFP**

Case Study

CUSTOMER BACKGROUND

The company is a national restaurant headquartered in Greer, South Carolina, with a Corporate Support Center located in Eagan, Minnesota. Employing approximately 18,000 people, the company currently operates over 300 restaurants in 35 states, comprised of steak-buffet restaurants.

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Hospitality

THE CHALLENGE

The company's restaurant locations were using OKI's mono single-function printers to fulfill heavy-duty back-office printing needs, including running daily reports of detailed restaurant transactions and then sending them to corporate. For the restaurant managers, this daily process was a challenge because there was no quick or efficient way to send the reports. Space is also limited in the restaurant offices; therefore, a key requirement was continuing with a printer with a small footprint conducive to the restricted office space. In addition, the company required parallel port compatibility to avoid reconfiguring its system and robust capabilities such as an enclosed paper tray to withstand the rugged restaurant environment. The company also needed the capability to scan to folder in order to send human resources forms to its headquarters. As a result, the company needed to move from print-only devices to multifunction devices while remaining compliant to the PCI Security Standards¹. Lastly, the company wanted to continue using OKI's web portal for service so it could track warranty status and avoid service problems.

THE SOLUTION

When refreshing the company's current line of mono single-function printers, OKI Data also recommended the company implement a mono multifunction printer throughout its 300+ restaurants to meet all of the company's needs, such as a small footprint, robust and versatile features (copy, scan, fax and print), parallel port connectivity, file sharing and document managing capabilities and reliable performance. The company tested the product and was impressed with its speed and competitive price point. OKI Data also offered an overnight warranty exchange program that remained centralized through a customized online portal. This continued to give the customer the ability to easily identify the printer warranty expirations and proactively order new units for next-day delivery. The guarantee of immediate business turnaround would eliminate the need for a technical visit and save the company time and money.

CONCLUSION

The company appreciated OKI Data's commitment to providing a product that not only met its limited space requirements, but also delivered a reliable print and scan solution backed by superior customer service. The company rolled out mono single-function and multifunction printers in all its restaurant locations and is experiencing increased efficiency with the use of the web portal, next-day warranty exchange and the ability to scan and fax documents to its headquarters that previously would have needed to be mailed. OKI Data eliminated the company's printer headaches through an unparalleled level of customer interaction and service and put value back into the customer's print operation.

[1] The PCI Security Standards Council is an open global forum, launched in 2006, that is responsible for the development, management, education and awareness of the PCI Security Standards, including the Data Security Standard, Payment Application Data Security Standard and PIN Transaction Security requirements. (<https://www.pcisecuritystandards.org/>)

