

Made to Order.

National restaurant chain uses Xerox® Mobile Print Solution to help increase productivity and maintain network security.

Georgia-based national restaurant chain adds a full menu of Mobile Print-enabled Xerox® print devices to its corporate office as part of a robust Xerox® Print Services solution.

Industry

Retail/Consumer Products

Products

- 35 Xerox® ColorQube® 9302 and 9303 Multifunction Printers
- 6 Xerox® WorkCentre® 7665 Color Multifunction Printers

Solution

- 50 new Xerox® Mobile Print Solution licenses
- Refresh of 75 % of the company's existing print devices to meet corporate initiatives for increased productivity and sustainability.
- Robust mobile print portfolio to give users simple, anywhere access to document printing from their mobile device.
- Increased capabilities, security and functionality across a wide range of mobile devices. Optimal end-user experience.

To learn more about Xerox® Mobile Print Solution, go to www.xerox.com/mobileprint.



Customer's Existing Environment

The Atlanta headquarters of this national restaurant chain is host to large numbers of guests and contractors who regularly work on site and have a need to print documents during their visits. To meet this need, visitors have often been required to email their print files to the receptionist who would then print the documents for them. This took up valuable time and resources and lacked confidentiality and security.

In a year-long assessment of the situation, Xerox, the company's long-time print solutions partner, determined that the Xerox® Mobile Print Solution was a more productive and secure way for guests and contractors to print onsite using their own mobile devices. Using a Xerox Systems Analyst's Blackberry device and one of the company's own Apple iPhones®, a Mobile Print Solution demo was set up in the company's Atlanta showroom using a server hosted in Rochester, NY.

Xerox was also aware of the company's drive to use more sustainable print solutions. In crafting a solution for its Atlanta headquarters, the Xerox team was able to capitalize on the company's already successful history with the Xerox® ColorQube line of multifunction printers. Xerox placed a robust Mobile Print trial that incorporated three Xerox® ColorQube 9303 Multifunction Printers and two Xerox® WorkCentre 7655 Color Multifunction Printers.

Results and Benefits

The success of the trial resulted in the Xerox® Mobile Print Solution being rolled out in multiple locations across the restaurant chain's Atlanta campus and other area locations. It also led to a robust fleet refresh through Xerox® Print Services (XPS) that updated or replaced 75 % of the company's existing print devices. The solution included 35 new ColorQube 9303 devices, six Xerox® WorkCentre 7665 Color Multifunction Printers and 50 Xerox® Mobile Print Solution licenses. In addition, the company now has plans to enable its Irvine, CA office with Xerox® Mobile Print hosted on a server at its Atlanta headquarters.