



Profile

CLIENT:	Boehringer Ingelheim, Ridgefield, CT
CONTACT:	Mary Ellen Kerr, Associate Director of Office Services
BUSINESS:	Privately Held Pharmaceutical Corporation
NUMBER OF EMPLOYEES:	2400 in U.S. Headquarters
REVENUE:	\$9 billion
EQUIPMENT:	216 Ricoh color MFPs

The World's Largest Privately Owned Pharmaceutical Company Selects CBS for Their National Contract



Boehringer Ingelheim

Boehringer Ingelheim
Ridgefield, CT

Boehringer Ingelheim is the world's largest privately held pharmaceutical company, dedicated to delivering value through innovation. So when the company had an opportunity to provide value to its operating units and regional offices around the country by creating a national account program for its office equipment purchases, the obvious choice was CBS. CBS had a solid relationship with Boehringer Ingelheim's U.S. corporate headquarters in Ridgefield, CT, for 14 years. "We were the first to introduce them to digital solutions," remembers Otis Rankins of CBS. "And we helped them achieve 100% networking of all their scanning, fax and printing functions."

"CBS came along at a time when we were looking to make a change due to poor service from other copier vendors," recalls Mary Ellen Kerr, Associate Director of Office Services for Boehringer Ingelheim. "Anyone can get 'in the door' but CBS has managed to stay for 14 years. Their superior service is the key to their success."

Three years ago, Boehringer Ingelheim went out to bid for a national contract that would include equipment placements for the corporate office as well as 19 regional offices and two operating units – Roxane Laboratories in Columbus, OH and Ben Venue Laboratories in Cleveland, OH. The entire process took about three months, with CBS winning the bid. "Because of our strong, solid relationship and our successes at the corporate office, we were the chosen vendor and Ricoh the chosen product line for the national account program," says Otis. He credits a combination of product, pricing, presentation and support for winning the account.

Once CBS secured the bid, Otis flew out to present the program to the two Ohio laboratories and explain the benefits of working with CBS as opposed to local vendors. There, he took an inventory of their equipment, assessed their needs, and described the superior service





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Boehringer Ingelheim

CBS would provide. Both labs decided to replace all their existing units and upgrade to Ricoh products on three-year leases.

“It definitely helped that Mary Ellen Kerr was with me to tell the CBS story,” says Otis. “But what was most important was that we didn’t try to force feed products – we used a consultative approach and looked for the right fit.”

“CBS put together a national account program for our company that has allowed us to offer superior pricing and support to all of our operating units and regional sales offices around the country,” says Mary Ellen. “CBS manages all of it and has brought us all the opportunity to utilize quality products and service.”

In total, CBS has placed 216 Ricoh color MFPs throughout the corporate campus, 19 regional offices, and the Ben Venue and Roxane Laboratories. Through the national account program, Boehringer Ingelheim has been able to see thousands of dollars in savings – up to 30% in many cases. And after networking a majority of the devices and implementing document sharing, the company was able to save even more in time, manpower and energy.

Sharon Evans, in the Roxane facility’s Project Management Engineering department, was hesitant at first to work with a company located so far from Columbus, Ohio. However, her experience so far has been positive. Service is still provided by a local company, and she finds CBS and Otis Rankins “easy to work with and quick to respond. I interact with Otis on a regular basis to find out the best fit for my departments. And now that we have a corporate contract, it’s made a big difference in pricing.”

With a customer as large as Boehringer Ingelheim, the service and training commitment is huge, but CBS keeps up with the demand. They provide ongoing training for new employees, as well as more in-depth training for those departments requesting it. Often, the CBS training staff is accompanied by a Ricoh corporate trainer.

Mary Ellen explains, “We have had times during large equipment rollovers or the introduction of new digital technology where CBS has actually sent technicians to our site on a daily basis just in case we needed support, instead of waiting for us to place a service call.”

Otis successfully handles day-to-day account services himself, funneling all communication through his own desk. “There’s never a question about receiving service in a timely manner,” praises Mary Ellen. “CBS is like our ‘Cheers’ – everybody knows our name! It’s a pleasure to deal with a company that always makes you feel like their most important customer.”

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Profile

CLIENT:	Griffin Hospital, Derby, CT
CONTACT:	Paul Toburen, Asst. VP, Facilities
BUSINESS:	Acute Care Community Hospital
EMPLOYEES:	A medical staff of more than 200; 1,200 full time, part-time and per-diem employees
EQUIPMENT:	(26) A2022SP MFPs; (3) 2035eSP MFPs; (19) 1015 MFs; (1) Riso 3700; (1) 2090

Griffin Hospital, one of *FORTUNE* Magazine's 100 Best Companies to Work For, chooses CBS

Griffin Hospital

Griffin Hospital, Derby, CT

Griffin Hospital, a 160-bed acute care community hospital in Derby, Connecticut, was ranked fourth on *FORTUNE* Magazine's 2006 "100 Best Companies to Work For" list. But two years ago, when CBS first met with Paul Toburen, Griffin's Assistant VP of Facilities, in response to a bid request, the hospital did not rank very high in the areas of cost containment or equipment standardization. Paul first identified the hospital's need for the state-of-the-art pharmacy to be linked to the nurses' stations so that medical orders could be scanned and printed to the pharmacy's Meditech system as quickly and simply as possible. Responding to Griffin's bid, Bill Abramczyk, Major Account Executive for CBS, met with

Paul, and soon found that the hospital had other needs as well.

"They had hundreds of printers, and there was no centralized supply purchasing, so they were spending a ton of money," Bill recalled. "Their copiers were antiquated, with different platforms and controls, so an employee moving between departments might not know how to operate the copier. There was a serious need for cost containment as well as standardization of equipment."

The majority of Griffin's printers were HP devices managed by the IT Department, and most of the copiers had no service or maintenance contracts. CBS had placed several copiers and fax machines at Griffin in the past, but there were few scanners, as the hospital had no repository for scanned documents.

To transmit documents from one department to another, employees used the fax – essentially sending paperwork out of the building and back in again over the telephone lines. With new HIPAA compliance regulations going into effect, this method could potentially compromise patient privacy.

Although a competitor came in with aggressive pricing, Bill knew CBS could deliver superior service. He and the CBS team presented a





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Griffin Hospital

comprehensive solution to meet the hospital's objectives of cost savings and increased operational efficiency.

Initially, Griffin considered 27 units. However, CBS proposed a shift to multifunctional products, to include a total fleet of 57 devices, 52 of which would be network connected. These connected devices would enable end users to print and copy from the same device – improving employee productivity and morale while positioning the hospital to save thousands each year.

In addition to the equipment proposal, CBS also helped create a relationship between Griffin and CitiCapital, enabling the hospital to establish a line of credit and negotiate a lease with terms agreeable to both parties. The agreement created a single lease, giving Griffin the flexibility to add equipment without having to renegotiate terms.

Perhaps the biggest advocate for CBS came from within the hospital itself – the on-site print shop and mail center, which produced two-thirds of Griffin's volume. Along with a high demand for uptime and a need for available loaners 24/7, the print shop had older, inferior equipment and space constraints. They worked with CBS to replace two behemoth copiers with three high-volume color MFPs. Bill recalls, "We improved their operation so much that they became our champions." CBS won the bid.

GREATER EFFICIENCY, GREATER SATISFACTION

The equipment installation took place in November 2004, immediately enhancing communication between departments. Routing

enabled incoming faxes to be scanned to email so sensitive paperwork was no longer left laying around. There was significant savings on faxes and toner cartridge consumption. And the cost per page dropped by a full two-thirds from its previous level.

During on-site training CBS customer service reps showed users in each department how to operate the equipment and navigate their screens. Because of the MFPs' customizable design, control panels were simplified to eliminate unnecessary functions.

Response to the new equipment at Griffin Hospital has been uniformly positive. In fact, one user, who had initially gone to bat for the competition, has now become a CBS convert. According to Bill: "We turned him into a believer."

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Profile

- CLIENT:** Day, Berry & Howard LLP,
Hartford, Connecticut
- CONTACT:** Unicco Document Services,
Facilities Management Service
- BUSINESS:** Law Firm
- EQUIPMENT:** (16) Walk-up Copiers, (10) Production
Devices including Ricoh 1085, 2075,
2051, 2035, 2045; several high-volume
4420 fax devices and small walk-up
1515 copiers

Day, Berry & Howard LLP, Connecticut's largest law firm, uses CBS technology to track client matter and reduce costs

Day, Berry & Howard LLP COUNSELLORS AT LAW

Day, Berry & Howard LLP,
Hartford, Connecticut

When Connecticut's largest law firm, Day, Berry & Howard (DBH), transitioned to a print-on-demand environment, it seemed like a win-win for both the firm and its clients. But soon the realization came that the one place DBH was not winning was on the bottom line.

"They were hemorrhaging revenue" is how Bill Abramczyk, CBS Account Executive, describes it. "There was no way for them to track and account for all of the materials

they were printing and faxing on their analog systems, so none of it could be billed back to their clients."

Day, Berry & Howard turned to their facilities management company, Unicco Document Services, for a solution to this critical problem. In addition to handling office equipment and overflow copying needs, Unicco also provided DBH with 19 staff people in Hartford and Boston to handle mail, courier services, deliveries and conference room bookings.

Unicco and CBS already had a strong business relationship where DBH was concerned. CBS had proven its ability to react quickly to the sometimes quirky needs of a big law firm – providing loaners for traveling counsel, keeping service techs on call during weekend pre-trial crunch times, and even creating a 120-foot continuous document of an EKG reading for courtroom viewing.

"Unicco really liked our ability to turn on a dime to support their client," says Bill. They began customizing their proposal to meet DBH's needs.

Most important was the ability to account for and bill back all materials. In the past, DBH had invested in an HP solution called Digital Sender, with limited ability to scan to PDF, but unable to handle media larger than 8 1/2" x 11",





Profile

- CLIENT:** Friendly Ice Cream Corporation, Wilbraham, MA
- CONTACT:** Walter Kweicien, Director of Information Technology
- BUSINESS:** Restaurant Company and Ice Cream Manufacturer
- LOCATIONS:** 530 Company and Franchised Restaurants
- EQUIPMENT:** (20) devices including 1060s, 2035s, 2045s, a 2090 and a Risograph

Friendly Ice Cream Corporation benefits from standardized networked devices from CBS



Friendly Ice Cream Corporation, Wilbraham, MA

The Friendly Ice Cream Corporation opened its first ice cream shop 70 years ago in Springfield, Massachusetts, offering family-friendly food to a Depression-weary clientele. Today, the company has grown to a 530-restaurant chain with locations throughout the Northeast U.S. Recently, Friendly's has begun new product introductions and has revitalized its restaurants. In doing so, the company's corporate headquarters in Wilbraham, MA, found that its office equipment needed some revitalizing as well.

FRIENDLY'S FACED THREE MAIN CHALLENGES:

- They were serviced by a variety of vendors supporting various platforms, with no standardization within corporate headquarters or at their local distribution plants and warehouses. The company was undergoing a restructuring process, and employees who moved from one location to another were finding it difficult to transition to unfamiliar office equipment.
- There was no networking capability, and employees were using costly, unsecured faxing to correspond between locations.
- The company's in-house print shop was operating with aged equipment that was complicated to operate and challenging to maintain. They were also finding it hard to attract and retain knowledgeable staff to run multipart forms on these machines, a job which required a specialized skill set.

CBS, with a nearby Springfield location, had begun its relationship with Friendly's nine years earlier, an association that had been bolstered by CBS's strong service commitment. Sales professional Bill Abramczyk explains, "They shopped us at every turn in the early days, but eventually they realized that price was not the only consideration. When it





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Day, Berry & Howard LLP

or the volume the law firm produced. “It was almost like a glorified fax machine,” explains Bill, “only with LDAP to browse e-mail within the network. It simply could not meet their needs.”

For a while, DBH had considered a fax server, but the CBS solution made such an investment unnecessary. CBS proposed a series of network-connected Ricoh devices that could print, capture and scan all information into iManage, the firm’s legal database. Because the entire Hartford fleet would be networked, documents could be scanned from any location on any floor by any staff member.

Day, Berry & Howard ultimately ordered 16 walk-up copy devices, four production devices in the copy center, and six other production devices in the overflow copy center, plus additional equipment for the West Hartford and New Haven offices.

CBS coordinated a customized implementation schedule for DBH. Trainers spent one week conducting hour-long sessions in conference rooms as well as at copy quads throughout the firm’s office suites. Unicco technicians were trained even more extensively. As Bill explains, “Because our experts trained their experts, their technicians are now as proficient as we are and can take over any additional training DBH requires.”

Results were dramatic, with an immediate reduction in the use of HP connected devices and consumables, a reduction in the volume and cost of fax traffic, and improved efficiency

and turnaround time. The equipment also freed up Unicco’s facilities management team. Time once spent performing the office services function can now be spent expanding other areas such as shuttle and courier services.

CBS interfaces with Unicco twice a month, providing an account review with information on equipment performance, percentage of uptime, response time, and overall performance data that Unicco then reports back to DBH.

Currently, Day, Berry & Howard is interested in expanding its use of Unicco/Ricoh to other towns throughout Connecticut – a testament to how pleased they are with CBS.

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Friendly Ice Cream Corporation

came time for them to seriously look at standardizing and networking their devices, the service history they had with CBS made the decision easier.”

Bill met with Walter Kweicien, Director of Information Technology, who quickly recognized that the Ricoh products Bill was proposing represented the most straightforward approach to meeting all of Friendly's needs. As one of the pioneering companies to offer standardization across their entire product line, every Ricoh device had an identical control panel, making it easier for people shifting locations to step into a new operation smoothly and seamlessly.

Additionally, the machines' networking capabilities would enable employees to scan documents and send them electronically from one location to another, eliminating the cumbersome, costly faxing process. And Bill also showed Walter how Ricoh's high-volume networked digital color solution could run the print shop's four-part forms with ease, eliminating the need for specialized staffing and increasing the shop's productivity.

Friendly's ultimately ordered over 20 devices, including a Risograph for the print shop. CBS customized an implementation schedule for the company, with initial training taking place at CBS's Springfield facility. This enabled the Friendly's staff to learn how to operate the equipment without the distraction of their busy day-to-day jobs. Additional on-site training took place as each device was installed, with

CBS trainers spending time in each department as well as at the warehouse and distribution centers. Eventually, CBS intends to network-connect every device at all four of Friendly's Massachusetts facilities.

Staff feedback has been very positive, and Friendly's employees are particularly impressed with the CBS technicians' quick response time. They know that's part of the CBS commitment to service... but still they wonder if it might have something to do with the free ice cream.

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