



KONICA MINOLTA

EFFECTIVE CLEAN-UP PROCESS AT BOREAL TRANSPORT

✦ Boreal Transport Norge AS, Norway

Transport operator Boreal Transport has completed an extensive clean-up of its document processing system. This has results both on a financial level, and for users and the environment.

Boreal Transport is one of the largest players in the Norwegian public transport sector. The company has sites all over the country, with more than 2500 staff and 960 buses, boats and trains. Between 1999 and 2011, the company was part of the international Veolia Transport group, before being returned to Norwegian control and changing its name to Boreal Transport. Its head office is in Stavanger, with departments in Hammerfest and Trondheim and seven smaller regional branches.



SUCCESS STORY
TRANSPORT LOGISTICS



Konica Minolta conducts regular status meetings with Boreal Transport. Here Konica Minolta's sales manager Bjørn Rune Andresen (right) meets with Boreal's Morten Nenseth.

Bus, boat and rail

Every day, around 100,000 Norwegians use Boreal Transport's bus, boat and rail solutions to travel in Norway. The company's head offices are in Stavanger, but its activities are nationwide. Its history dates all the way back to 1867 and Det Helgelandske Dampskibsselskab (The Helgeland Steamship Company). Almost 150 years later, the company is at the forefront of efficient, green transport, a strategy which is also reflected in its print and document processing.

ICT supervisor Morten Nenseth is responsible for Boreal Transport's centralized print and document management strategy, a process which started in earnest in 2012.

- Staff at around 40 sites had different printers from different desktop manufacturers, and consumables were usually stored by each user. The printers were often cheap to buy but expensive to run. The situation was confusing, and there was undoubtedly a need to implement a clean-up process. This has already paid for itself, he explains.

Analyzing usage patterns

Boreal Transport decided to work with Konica Minolta on its future document management strategy, and conducted an extensive analysis of use by selected departments. In this analysis, also known as OPS (Optimized Print Services), users were surveyed to identify usage patterns, whilst Konica Minolta's software monitored traffic and printers in the network. The survey provided Konica Minolta with the basis for concrete recommendations.

- We were undoubtedly in need of these recommendations, although we also made some choices based more on local conditions. In a company such as ours, many of the challenges relate to the fact that there are lots of departments spread out geographically, and the skills of the users vary greatly. Now, the new fleet of Konica Minolta machines is used for more than 60 percent of all document processing within the company, print, copy and scanning combined. The target is to increase this to a hundred percent. At the same time, the company is growing, and during 2015, the number of sites will reach 50, explains the ICT supervisor.

Need for a high level of service

Those in the business of transporting people and goods across this elongated country, understand better than most what can happen when technology does not work as it should, and how important it is to have a good, robust service. Therefore, service and a local presence are high up the list of requirements when choosing a supplier.

- A local presence was a key factor in our choice of Konica Minolta, as was the fact that they perform all services themselves, taking full responsibility for these, whereas many other companies outsource this to third parties. We signed an operating agreement which guarantees our service for four or eight working hours, depending on the location. The printers report some service requirements directly to Konica Minolta, reducing the extent to which our users need to think about maintenance, explains Morten Nenseth.

Environmental awareness

Boreal Transport is a pioneering company in terms of green transport. The entire company is certified to the ISO-14001 environmental standard, which has an influence on all activities, staff and equipment. Nenseth explains that this widespread environmental awareness made it easier to choose Konica Minolta as a partner.

- We considered it a huge positive that all the waste from the machines can be recycled as plastic, and that Konica Minolta takes responsibility for recycling all replaceable components and also the machines themselves. We also found that the personal communications we had with Konica Minolta were good. We are quickly starting to consider print and document processing as a service which we purchase and which is always available, and Konica Minolta is a perfect partner for ensuring that. Our printing needs vary greatly, with a relatively large proportion of duplex printouts in color, producing everything from ring binders for tender processes with many hundreds of pages which take a lot of time to prepare, to simple journey reports from bus drivers.

What about return on investment? Is that as expected?

- Better than expected, in fact! Our investment in Konica Minolta solutions has already paid for itself after nine months of use. It can definitely be considered a profitable clean-up process, states Boreal Transport's satisfied ICT supervisor, Morten Nenseth.



Boreal Transport's ICT supervisor, Morten Nenseth, can confirm that working with Konica Minolta is both profitable and beneficial to the environment.



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