



Success Story



RSA Security, Inc. standardizes on multifunction devices to increase productivity

COMPANY Each year RSA Security Inc. helps organizations protect identities and information, securing trillions of business transactions and safeguarding data in tens of thousands of applications worldwide. Headquartered in Bedford, MA with major offices in the United States, Ireland, United Kingdom, and Japan, RSA Security is a public company with 2004 revenues of \$307.5 million.

CHALLENGE Dan Ryan, RSA's Director of Real Estate and Facilities, and the team looking into the copier lease expiration knew they needed to upgrade the company's printers. Ryan wanted networked features, and the improved functionality embedded in multifunction peripherals (MFP) that combine networked printer, copier, and scan-to-email capabilities in a single device. Anything less than network-enabled technology was unacceptable.

SOLUTION Flo-Tech conducted a usage assessment of RSA's imaging and document output environment and presented Ryan with a recommendation to refresh 20% of the existing fleet and redeploy the remaining 80%.

RSA replaced outdated printers and copiers with **networked enabled multifunction devices**. Ryan stated, "Flo-Tech's status as a value-added reseller of the HP product line was a big plus for us. HP products are recognized as the best in the industry. We chose Flo-Tech because of their experience repairing and maintaining HP equipment."

"Flo-Tech's specialist delivered training right after installation. A month later, they came back for more **face-to-face training** – easing the transition for the tech-shy and removing the training burden from RSA. Another training session, designed as an employee refresher course, is planned." Ryan commented. "We have not seen this level of commitment in the copier world."

RSA had three different vendors supporting their equipment. "Flo-Tech offered us one service contract to cover our entire fleet, including coverage for 3rd party vendor products." Ryan explained.

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“Flo-Tech studied our business, identified and quantified problem areas and discussed new processes to **improve our workflow**. Before we had the MFP’s, we scanned our lease contracts and stored them in our legal filing system. I wanted to store leases in the lease tracking system, but the old scanners couldn’t send directly.” Ryan explained. “We worked with Flo-Tech to develop a new process using the MFP’s to scan leases to email recipients for storage directly into the lease tracking system.”

RESULTS “As with any new technology, some users eagerly embraced the new multifunction capabilities, while others were hesitant,” said Ryan. We worked together to roll out the new program. Flo-Tech listened to the concerns of the end-users. The phased training program meant users could adopt the technology at their own pace. The rollout program went off without a hitch.”

“We **save significant amounts** of money by emailing scanned leases and legal documents to attorneys around the World, rather than using express delivery services. We were sending multiple documents to multiple locations, spending \$20 per document to ensure they arrived on time. It was time consuming and very expensive. Now we email the PDF documents to the appropriate distribution list in a single step”.

The ability to print on both sides of a sheet of paper at the touch of a button has helped RSA meet its **environmental goals**. RSA recently standardized on the MFP technology and is expanding the program into its field offices.

“We chose Flo-Tech because they sold us a ‘complete document management solution’.” Ryan explained. “Copier sales people just sold copiers. Flo-Tech understood how MFP’s fit into our daily business. We bought a lot more than digital processing units, cartridges, maintenance, and training – we bought an ongoing partnership with a company that not only stands behind their business, but also stands behind ours.”

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