



KONICA MINOLTA



# SPARROWS GROUP

A WELL-OILED PRINT  
MANAGEMENT STRATEGY  
FOR SPARROWS



Giving Shape to Ideas



# SPARROWS GROUP

## EXECUTIVE SUMMARY

From crane operations to turbine blade repair, Sparrows Group is helping oil, gas and renewables customers achieve global energy transition. In turn, Konica Minolta is helping Sparrows adapt to a smarter, modern way of working. A connected, unified fleet of multifunction devices (MFDs) is delivering a dramatic reduction in print overhead, increasing people productivity and driving trusted document security.

- Delivered agile two hours and 17 minutes average response time across entire fleet
- Achieved average fix time including response time totalling three hours and 48 minutes
- Ensured complete information security and peace of mind with Bizhub Secure solution on all MFDs

## CUSTOMER PROFILE

Sparrows Group (Sparrows) is a global provider of engineering and maintenance services to the oil and gas, renewables and industrial sectors. Headquartered in Aberdeen, the organisation is increasing its presence in the renewables and industrial markets while supporting customers to meet future demand in line with the global energy transition.

## CHALLENGES

Sparrows is committed to helping customers optimise efficiency in their operations. The company aims to ensure the performance, reliability and safety of critical equipment and people through the provision of its engineered products and services.

This theme applies as much to a 200-ton crane for the offshore industry as it does to the company's internal office processes. The challenge for Sparrows was to take control of printing, minimising waste, reducing cost and maximising efficiency. For example, almost half (45%) of the total volume of documents produced was in colour – and this was costing Sparrows up to 10 times more than the equivalent cost of mono printing. The solution is delivering annual savings circa £10k a saving of 32% on print costs.

It doesn't stop there. The organisation's management also lacked granular visibility into print production. What was being printed? From which device? By who? And which individuals were the heavy users? It was difficult to tell.

"We needed to recast our document management strategy," says Brian Docherty, Head of IT & Facilities, Sparrows. "The volume of information we capture, access, process and store is growing exponentially. However, we were spending too much time administrating our print environment, the print fleet wasn't especially intuitive and we lacked reporting insight. Ultimately print management was becoming a barrier to productivity."



## SOLUTION

Sparrows has standardized on a modern fleet of 29 Konica Minolta bizhub C250i and C360i MFDs to connect people, places and devices – and change the way the company works. This forward-thinking solution is proactively monitored and directly serviced by Konica Minolta's Aberdeen-based team of field service technicians that ensure optimum fleet uptime and availability. One common print policy across the organisation enables multi-location and secure printing, together with centralised user management. Pop-ups on users' screens, for example, remind them of print costs. The result? Streamlined office routines and smarter, more productive working.

The user experience has been transformed. Featuring a large touchscreen panel and smartphone style user interface, the MFD fleet is simple and intuitive. Brian comments, "This is an intelligent, forward-thinking device. The C250i and C360i series are incredible devices in terms of technology, reliability and ease of use. The iPad style screens are easy to use and the devices themselves offer exceptional print quality – up to an equivalent of 1800 dpi."

Brian and his team also now have complete control over print management. Centralised user and cost management allow the team to monitor all the devices, tracking the costs associated with scanning, printing and copying per user, device or office. They also have the flexibility to define governance policies create customised reports for sharing across the individual business units.

"The solution enables us to change print behaviours by showing the cost of jobs to the user prior to collection," says Brian. "We can also quickly identify print misuse for complete control over Sparrows' print costs and workflows."

Security is baked into every process. Bizhub Secure software is deployed on all MFDs, ensuring a reliably safe environment for Sparrows to operate in. The Konica Minolta MFD platforms feature remote backup, end-point security and tailored security settings – so the data is fully protected from misuse. This strategy also supports the company's Cyber Essentials Plus accreditation. "Continuous security gives us one less thing to worry about," says Brian. "And it's all tailored to Sparrows' exact requirements."



**"THE SOLUTION ENABLES US TO CHANGE PRINT BEHAVIOURS BY SHOWING THE COST OF JOBS TO THE USER PRIOR TO COLLECTION"**

Brian Docherty,  
Head of IT & Facilities, Sparrows





## RESULTS

Konica Minolta is helping Sparrows to adapt to a new way of working. Post-pandemic, people are being given more choice about how and where they work. Centralised management and better access to assets is ever more vital. And with remote working becoming the norm, the need for information security is increasingly critical. Against this backdrop, Konica Minolta is enabling a faster, more cost-effective way of working – increasing agility, productivity and control.

The benefits include:

- Delivered agile 2 hours 17 minutes average response time across entire fleet
- Achieved average fix time including response time totalling three hours 48 minutes
- Enabled substantial reduction in print overhead. For example, showing the cost of jobs to the user at point of print and release is educating users and improving print behaviours delivering savings of circa £50k

- Bespoke print management software, tailored to Sparrows exact requirements, delivered significant increase in productivity
- Introduced consistent look and feel across the fleet and intuitive interface for smarter workplace working
- Improved reporting: Management receives automated monthly reports on print costs and usage
- Increased information security and ensured peace of mind by implementing unique bizhub secure software on all MFDs
- Proactive and local Account Management ensures Sparrow’s ongoing satisfaction. Routine quarterly account reviews deliver on Konica Minolta’s commitment to Drive Continual Improvement and inspire innovation

“The implementation was professionally managed by the Konica Minolta team. They worked as one to help us achieve our objectives. The flexible contract also ensures we can scale the fleet and adapt it as our business evolves. We are now in control of everything,” says Brian.

Looking ahead, Sparrows will deploy a Business Intelligence Dashboard to enable 360 visibility into the data. By combining data from different sources, Brian and his team will have the flexibility to make more timely, better informed decisions and determine the root cause of specific business issues. “Konica Minolta has become one of Sparrows’ most trusted partners,” he says.

**“THE IMPLEMENTATION WAS PROFESSIONALLY MANAGED BY THE KONICA MINOLTA TEAM. THEY WORKED AS ONE TO HELP US ACHIEVE OUR OBJECTIVES. THE FLEXIBLE CONTRACT ALSO ENSURES WE CAN SCALE THE FLEET AND ADAPT IT AS OUR BUSINESS EVOLVES. WE ARE NOW IN CONTROL OF EVERYTHING,”**

Brian Docherty,  
Head of IT & Facilities, Sparrows



## LET’S TALK

Contact us to find out how Konica Minolta can support, protect and optimise your business today and in the future.

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