

PRECISION, PROTECTION, PROGRESS : HOW TO REINVENT PRINTING TO LEAD BY EXAMPLE

CASE STUDY



CLIENT BACKGROUND



S Agency, based in Abu Dhabi, is a highly regarded organization that provides strategic policy advice and support to key leadership in the UAE. Its role extends across vital areas such as economics, security, and law, making it a cornerstone of national decision-making

processes. By handling special projects and enhancing governance, they have established itself as a driving force in creating impactful outcomes at both regional and global levels.

CASE STUDY AT A GLANCE



CHALLENGES

- Being required to reduce environmental impact
- Failure to deliver high-quality printing for critical printouts
- Vulnerabilities in managing information due to limited security measures
- Lack of monitoring and inefficiencies in the printing infrastructure

FUJIFILM BUSINESS INNOVATION SOLUTIONS

- Implementation of cutting-edge environmental technology
- Installation of user authentication for document handling and risk elimination
- Focus on organizational and operational insights

BENEFITS AND RESULTS

- Achieved a 30% reduction in energy consumption, strongly supporting Green Government Policy
- Advanced safeguards compliance with national data protection standards and reduced security risks
- High-quality printing fulfilled operational needs, leading to improved employee satisfaction
- Elevated service quality, boosting satisfaction for users and IT administrators alike

THE CHALLENGES



The UAE's Green Government Policy, introduced in 2012, significantly emphasized environmental consciousness, which compelled S Agency to reassess its business processes. Printing infrastructure, a key area of focus, had to evolve to align with these environmental initiatives. The challenge became twofold. On one hand, they needed to reduce its environmental footprint while maintaining operational efficiency. On the other hand, the organization frequently produces fine-line clarity and color-sensitive materials such as briefing books, policy presentations, public-facing reports, and event collateral. The existing multifunction printers (MFPs) in use consistently fell short of delivering the high-quality prints

required for such critical documentation. Furthermore, they handled sensitive and classified information, making document security a top priority. However, the lack of robust security measures in the existing system exposed vulnerabilities. The inability to monitor equipment usage or identify inefficiencies compounded their operational challenges, leaving bottlenecks unresolved and processes suboptimally managed.

Recognizing the need for a comprehensive and forward-looking solution, they began its journey to transform its printing capabilities to meet the demands of both environmental and operational excellence.

THE FUJIFILM BUSINESS INNOVATION SOLUTION



To address these challenges, S Agency partnered with FUJIFILM Middle East and Managed Print Services LLC. The collaboration focused on deploying a tailored solution that integrated state-of-the-art technology with actionable operational insights.

High-performance and environmental conscious MFPs

At the core of the solution was the implementation of the Apeos C7070 and Apeos C5570 for A3 MFP and Apeos C325 dw for A4 single function printer (SFP), introducing them to 26 high-performance devices. These devices were designed to deliver exceptional print quality while meeting high standards of operational efficiency and environmental consciousness. Equipped with 1200×2400 dpi LED printhead and Super-EA Eco Toner, the Apeos

C7070 and Apeos C5570 effortlessly achieved sharp and vibrant colors, making them ideal for their intricate, color-sensitive materials. These devices also incorporated cutting-edge technologies such as the toner with low-temperature fusing, significantly reducing power consumption and demonstrating a strong commitment to mitigation of environmental impact which was certified by ENERGY STAR.

Managed Print Service to optimize their workflow

FUJIFILM and Managed Print Services deployed Managed Print Service (MPS) to optimize workflows and provide oversight. A secure user authentication was implemented, allowing print jobs to be temporarily stored and released only by authorized personnel, effectively eliminating the risk of unattended and uncollected documents. MPS also introduced a centralized management to offer visibility into print usage by users and devices. Through detailed analysis, they gained critical insights into print volumes, activity patterns, and consumable usages. This enhanced

transparency allowed the organization to pinpoint inefficiencies and leverage data-driven insights to optimize resource allocation effectively. It also supported a strategic realignment of printer placement throughout the office, maximizing productivity and streamlining operations. Additionally, the MPS included an automated consumables replenishment function, ensuring timely supply delivery that minimized downtime and allowed staff to maintain uninterrupted workflows.

THE BENEFITS



Efficiency meets environmental responsibility

The implementation of FUJIFILM's MFPs and MPS marked a turning point for S Agency, delivering significant and measurable improvements. They experienced a 30% reduction in energy consumption due to the environmental technologies embedded in the Apeos series, directly supporting the goals outlined in the UAE's Green Government Policy and Government eco-procurement policy. The advanced security features, such as user authentication and document encryption, successfully mitigated risks of data breaches, while also ensuring compliance with national data protection standards.

Operational efficiency received a substantial boost as the data insights provided by the MPS framework enabled them to streamline processes, reduce costs, and optimize workflows. With print quality now fully meeting their requirements, employees reported higher levels of

satisfaction, leading to a notable improvement in overall employee satisfaction scores. This positive cultural and operational transformation encouraged them to expand the new printing environment to other related departments, further embedding sustainability, security, and efficiency into the organization's core operations.

FUJIFILM Middle East and Managed Print Services remain committed to the continued success of S Agency. By maintaining a close and collaborative partnership, both companies aim to proactively address evolving business challenges and drive impactful, forward-thinking solutions. This ongoing relationship reflects a shared vision of innovation, adaptability, and sustained growth, ensuring they remain a leader in operational excellence and environmental stewardship.