



Company

King & Heath First National

Sector

Real Estate

Location

East Gippsland, VIC



**first
national**
REAL ESTATE | King & Heath

A new window of opportunity for King & Heath

A holiday on the picturesque east coast of Victoria, with its beautiful scenery, ocean and lakeside attractions, is popular with stressed out city slickers from Melbourne and Sydney. More than a few of them spend time staring at property advertisements in the windows of local real estate agents, fondly imagining how a tree change in the lakes district could transform their lives.

There's every chance they'd be looking in the windows of prominent local real estate company, King & Heath First National Real Estate. Bairnsdale, perched on the Mitchell River, is the location for King & Heath's head office, with branch offices in Lakes Entrance, Metung, Paynesville and Orbost catering to the full gamut of property needs in the district.

"We cover virtually all types of real estate here – residential, commercial, property management and rentals," said Ross Smith, IT Manager at King & Heath Real Estate.

Business challenge and scenario

King & Heath has a constant demand for high quality advertising and promotional material to assist in selling properties. Most of these have to be printed in full colour for maximum impact, and usually printed on offset presses.

"We use a lot of brochures, as well as window cards to advertise and promote our property stock. We used to produce a booklet every three months, which listed all our properties," said Ross, "but each booklet soon went out of date when many of the properties sold. They also didn't take advantage by advertising current property stocks."

Through its business activities the company also processes and handles a lot of commercial, legal and administrative documents. Many of these have to be printed, faxed or emailed to clients, and then archived. To handle these processes the company relied on a ragtag fleet of no less than 35 small desktop printers.

Challenges

- The existing method of producing marketing materials – via offset presses and in large quantities, meant the booklets quickly went out of date as properties sold
- As the company grew, the existing capabilities were insufficient and it was difficult to keep track of the disparate costs

Solution

- Nine networked multifunction devices were installed throughout the various offices enabling retrieval of any document placed on the network at any device
- A managed print service

Benefits

- Print on demand reduces waste and ensures a fast delivery of marketing materials
- Improved document efficiencies with scanning direct to email
- Maximum uptime with reliable service and support

“...Every office has access to our intranet and all our company forms are stored as PDFs. All the machines scan directly to email, so we can just email documents to whoever needs them, rather than having to print them all...”

– Ross Smith
IT Manager
King & Heath Real Estate

Ross Smith realised that the company's in-house print capabilities were insufficient to cope as it grew, and to make matters worse, keeping a record of ongoing costs for printing, scanning and faxing was very difficult.

“We had \$9,000 worth of toner cartridges in stock to cope with all those printers,” said Ross. “But the biggest problem we had was about \$6,000 of toner cartridges that would never be used because their printers had been replaced!”

About three years previously, King & Heath had dealt with Viatek, an authorised dealer of Fuji Xerox Australia, to supply DocuCentre P1110 printers to print window cards. To establish an accurate picture of the company's print needs, Ross Smith invited Viatek to analyse the company's documentation management and costs, and to offer an alternative solution to address its mounting problems.

Solution

Viatek spent three months tracking the print and document activities of King & Heath, and concluded that the company needed a fully managed print service, with several Fuji Xerox multifunction devices spread around the branch offices providing all the company's print, both colour and black-and-white, and other documentation needs.

“Viatek came and did a full analysis for us,” said Ross. “We already needed to replace a couple of colour printers, so we did the sums and decided to go with Viatek's proposal.”

Viatek installed a total of four DocuCentre-IV C3370 and three DocuCentre-IV C2270 multifunction devices in the branch offices, and a DocuCentre-IV C5570 device at the Bairnsdale office. Another DocuCentre-IV C2270 has very recently been installed at the Orbost office.

These were networked, so staff can print any of the company's files archived on its intranet. Viatek provides a full management service for all the multifunction devices, ensuring that consumables are automatically tracked and replaced, and all devices perform continuously at their optimum with regular maintenance.

Benefit: Print on demand reduces waste and ensures fast delivery

Because the fleet of DocuCentre devices is capable of printing very high quality colour, King & Heath can now print all its promotional materials in-house.

This newfound capability has dramatically changed the way King & Heath prepares promotional material for properties. Brochures are now printed on an as-needed basis – only those needed in the very short term are printed, so brochures are not printed with out-of-date information and then discarded.

“Some of our brochures and booklets had to be ordered in lots of 1,000, but at the end of their term we might throw 400 to 500 in the bin – a real waste,” said Ross. “Now they're always up to date because we only print a couple of dozen at a time.”

This saves King & Heath a great deal of time in its preparation for property sales. Instead of having to wait up to a week for brochures to be printed and delivered, they can be printed on demand – on the spot.

Benefit: Improved document efficiencies with scanning direct to email

The company can now handle hard copy documentation much more efficiently by scanning directly to email on the Fuji Xerox multifunction devices. This saves staff a lot of time and provides a better service to clients, who appreciate the quick service.

“I tested all the machines available with a 30-page document, to be scanned in as a PDF, to see the size and quality of the PDF it would create,” explained Ross. “One brand we tested gave us a 20MB PDF file, whereas the Fuji Xerox machine gave us a PDF of around 2MB.

“Every office has access to our intranet and all our company forms are stored as PDFs. All the machines scan directly to email, so we can just email documents to whoever needs them, rather than having to print them all. Our staff use this feature a lot, and it saves us a great deal of time and money.”

Benefit: Maximum uptime with reliable service and support

Ross Smith is now able to record the total costs of print production with the managed print service, as well as monitor performance and track print histories for all projects with regular reports.

“Before the change we had no workflow to speak of – there was no accounting for the overall system. But now I just download data for all the machines once a month, and track the number of prints for each machine and for each department of the business. It's so quick and easy,” said Ross.

“This system really works, and lets me get on with my other work. We've just added another device at Orbost with no problems at all. This has taken us to a new level in our operations, and is an important contributor in improving our business performance.”

About Fuji Xerox Australia

Fuji Xerox Australia is a world leading enterprise for business and document management services. Through its broad portfolio of document technology, services, software and supplies, Fuji Xerox Australia provides essential back-office support that clears the way for customers to focus on their core business. With awards from the United Nations and the Banksia Environmental Foundation, Fuji Xerox Australia is well recognised for its commitment to sustainability.

For more information, visit www.fujixerox.com.au or www.fxasustainability.com.au



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