



## CA Case Study

### Doing It Right: *How CA Transformed Its Printing Environment with Pharos iMFPs and Blueprint Enterprise*



In the fall of 2008, CA, the world's leading IT management software company, made a decision that dramatically improved its output environment. Rather than simply refreshing its aging printer and copier fleet with new devices, CA opted to partner with Pharos Systems International and Canon to roll out a comprehensive new print strategy. It is wildly popular with employees, preserved 327 trees' worth of paper in just four months, and is significantly reducing CA's printing costs.

#### The Opportunity

CA knew it had a problem. The company had a large fleet of 10-year-old devices, many acquired through acquisitions. Facilities Services didn't know exactly what printers and copiers they had or where they were located. In addition, their copy rooms were flooded with piles of paper from tossed-aside banner pages as well as jobs that had been discarded or never picked up.

Instead of choosing a quick fix, CA decided they needed a comprehensive print management solution that would enable them to discover and track all devices, maximize existing resources, eliminate unnecessary ones, and further the company's commitment to sustainability initiatives. Their search led them to partner with Pharos Systems and Canon.

#### The Solution

In the fall of 2008, CA began rolling out Canon multifunction printers (MFPs) integrated with Pharos Blueprint® Enterprise, the industry-leading print management software for corporate enterprises. These "integrated MFPs" or "iMFPs" display the user interface to Blueprint on their touchscreen control panel. Additionally, they have card readers. To use an iMFP, CA employees submit print jobs from their computers as usual. Next, they walk up to an iMFP (any iMFP in CA), authenticate themselves by holding up their company badge to the card reader, and then use the Blueprint interface to select the jobs they need to print. Behind the scenes, Blueprint Enterprise collects and analyzes data about every print transaction that happens in CA.

The rollout of Pharos Blueprint Enterprise and iMFPs to 54 U.S. offices was completed in January 2009.

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#### About CA ([www.ca.com](http://www.ca.com))

CA, the world's leading independent IT management software company, helps customers optimize IT for better business results. CA's Enterprise IT Management solutions for mainframe and distributed computing enable Lean IT—empowering organizations to more effectively govern, manage and secure their IT operations.

**The Results** were immediate and wide-reaching—far exceeding CA's expectations.

### • A Right-Sized Environment

Blueprint Enterprise easily identified and located every printer that employees used in each of the 54 CA offices—something that the IT department had wanted to do for years. Where once there were 300 devices, Blueprint Enterprise provided information that enabled CA to right-size their environment and bring that number down to 224.

Brett Prochazka, Senior Principal of Facilities Services, says, "We wanted to do it right. Pharos Blueprint Enterprise allows us to see our printing and copying environment to let us know exactly what we have today."

### • An Incredible Cost Savings

In a four-month period with Blueprint Enterprise, CA's click count decreased by a third compared to the same period in a previous year with another software solution in place. The company went from almost 10 million clicks in April through July 2007 to about 7 million clicks in April through July 2009. That represents a huge cost savings for CA.

### • A Greener, More Sustainable Workplace

With Pharos Blueprint Enterprise in place, copy rooms at CA are no longer overflowing with piles of paper. There's no need for banner pages because jobs are not printed until their owners are physically present at the iMFP and have badged in. There is also no unnecessary printing because employees have a second chance at the iMFP to select the jobs they really need. No more banner pages, orphan print jobs, or discarded first drafts means a cleaner, more efficient printing environment, and a smaller carbon footprint for CA as well.

The Blueprint Enterprise reporting application enabled CA to see that they had saved an estimated 327 trees (2,724,891 sheets of paper) in their U.S. offices in a four-month period. The company celebrated the success of their sustainability initiative by planting 16 indigenous trees around their corporate headquarters.

### • An Invested, Excited Employee Base

When CA's Facilities Services group emailed employees about the new print strategy and the sustainability results, the response was overwhelmingly positive. Says Brett, "Employees

sent emails expressing how great it was that paper waste was now practically non-existent. Their only complaint was that trees weren't planted at all of our offices!"

Executives at CA were also pleased with the Pharos solution. Many sent emails to Facilities Services expressing how much they enjoyed traveling without lugging bulky paperwork with them, since they could release their print jobs at any iMFP in any of CA's 54 offices.

And since iMFPs with Blueprint are so easy to use, employees did not need any training.

## Top Benefits

High on Facilities Services' list of the greatest benefits offered by Blueprint is the software's reporting capabilities. "Typically you can't quantify whether a project has succeeded or not. Blueprint's real metrics ensure you've accomplished what you set out to do. We love being able to see our success," says Brett.

Blueprint Enterprise reports are allowing CA to demonstrate with accurate numbers the cost savings they've enjoyed. Thanks to Blueprint data, CA has secured approval to roll out the Pharos solution to offices in APJ (Asia Pacific Japan).

*"People in our offices outside the U.S. can't wait to get Pharos Blueprint Enterprise," says Brett Prochazka, Senior Principal, Facilities Services, CA.*



## Looking to the Future

CA is planning to expand the print strategy not only to APJ, but also to offices in Canada, Latin America, and EMEA (Europe, Middle East, and Africa) to achieve a standard platform across the entire enterprise. The money CA is saving with Blueprint is helping to fund the expansion. CA also wants to achieve maximum efficiency by replacing most desktop devices with Pharos iMFPs, and Blueprint will show upper management exactly the savings this will deliver.

Pharos Blueprint Enterprise has empowered CA to create a highly efficient, sustainable, best-in-class printing environment. "Doing it right" paid off.

## About Pharos Systems International ([www.pharos.com](http://www.pharos.com))

Pharos Systems provides powerful and innovative print management software and services to corporations, educational institutions, and libraries across the globe. Our solutions make every print an intelligent decision—saving customers money, reducing waste, and making it easy to secure devices and documents. Pharos was founded in 1992 in Auckland, New Zealand, where it maintains a large facility. Corporate headquarters are in Rochester, NY.

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*making every print an intelligent decision™*