



## CHALLENGE

The existing printer infrastructure at Horse Racing Ireland meant personnel lacked simple-to-use, reliable hardware for monochrome and colour printing and as a result IT administrators spent half of their time answering printer-related helpdesk calls.

## SOLUTION

**Hardware:**

- Dell™ Colour Laser Printer 5110cn
- Dell™ Workgroup Laser Printer W5310n
- Dell™ Personal Laser Printer 1110
- Dell™ MultiFunctional Laser Printer 1815dn

**Software:**

- Dell™ Toner Management System

**Services:**

- Client Support

## BENEFITS

- Improved reliability drastically cuts the number of IT helpdesk calls
- Significantly reduced total cost of printing and better features maximise printer investment
- Advanced colour production reduces need for third-party printers to produce professional communications
- Simple installation provides flexible infrastructure where new machines can be deployed rapidly
- Automatic notification of toner levels minimises the need for costly consumable stocks
- Dell direct model avoids intermediaries, delivering competitive pricing for consumables
- Excellent services ensures printer deployment is carefully managed and avoids minimal disruption to the business

## The National racing authority cuts helpdesk calls dramatically with new printer infrastructure

**Horse Racing Ireland personnel gain a Dell™ laser printer network that delivers greater productivity, significantly reduces costs and improves reliability.**

Printing infrastructures have historically expanded rapidly without being strictly governed and now represent a significant IT cost. Today companies have a more strategic view and want printer solutions that reduce costs, whilst delivering superior reliability and maximising the lives of consumables such as toner cartridges.

This was the situation facing Horse Racing Ireland, the body responsible for directing, funding and promoting horse racing in Ireland and internationally. Horse Racing Ireland needs to constantly create high-quality printed promotional material to meet its business objectives.

Traditionally, the business followed a policy which meant a high ratio of printers to personnel. According to Vincent Liffey,

Technical Services Manager, Horse Racing Ireland, in one department there were 20 small printers for a total of 35 personnel. However, despite the number of deployed printers, limited features meant workers needed to hire outside



contractors for many colour-print jobs. The existing machines were also difficult to use.

The existing infrastructure promoted inefficiencies companywide. For example, each department was responsible for ordering its own toner, which reduced transparency on overall printing costs and meant additional expense from using multiple suppliers. Plus, with only a few printers networked, personnel could not connect to an alternative printer easily if



**HORSE RACING  
IRELAND**

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— Vincent Liffey, Technical Services Manager, Horse Racing Ireland

a default machine failed. All this resulted in the internal IT team dedicating a significant amount of time to tackling printer issues. Liffey says: “About 50 per cent of IT helpdesk calls were related to printers.”

### Why Dell?

Horse Racing Ireland had a number of existing Dell client and enterprise solutions. Liffey also understood the value of the vendor's direct model, which provides an efficient method for purchasing solutions directly from Dell, avoiding third-party intermediaries and maximising the equipment's price competitiveness.

Working with Dell, the company designed a new printer infrastructure that consolidated the existing network and improved printing features while cutting the cost of consumables. Under the plan, Horse Racing Ireland distributed 25 Dell laser printers, some offering colour printing features, across five sites.

For Liffey, it was crucial that Dell offered a flexible schedule for delivering hardware. He explains: “We didn't have a lot of space for storing printers before installation. Dell helped us by delivering the hardware in small batches and this worked well.” Once on site, IT administrators networked the printers within a matter of minutes. The easy-to-understand Dell instruction manuals combined with a leaflet produced by the IT team ensured employees adopted the printers easily and quickly.

### Improved reliability and ease of use drastically cut calls to IT helpdesk

Under the previous infrastructure, 50 per cent of IT helpdesk calls concerned printers. Since the changeover to a unified Dell printer infrastructure, this figure has been massively reduced. The printer related calls now received by the helpdesk has been reduced to just under 10% of all calls.

For Horse Racing Ireland, this means the 130-strong workforce are avoiding the previous levels of daily disruption. Plus, IT workers avoid spending a large number of hours to fixing printer issues. Instead, they can focus on more strategic IT roles.

Liffey says: “The new Dell infrastructure has freed up a lot of time for the IT team. We can now focus on bigger projects rather than the day-to-day operation of our printers. The reduction in calls to our helpdesk has been dramatic.”

### Improved printing features lower total cost of ownership (TCO) and cut expenditure

Dell printing solutions can save up to 30 per cent on printing costs compared with the current market leader and the experience of Horse Racing Ireland supports this accepted industry figure\*. Areas generating the greatest savings for the company include consumable usage and the elimination of third-party intermediaries in procurement process.

Staff take full advantage of the printers built-in Dell Toner Management System to notify them when new cartridges need to be ordered. It avoids the need for large replacement stocks and because the cartridges come from a single supplier, the company has clearer visibility around running costs.

“With the previous printing solutions, we had no real idea of our printing costs. Departments used different suppliers. Now we order everything through Dell and gain clear visibility around printing costs,” comments Liffey.

With the Dell colour laser printers, jobs formerly outsourced can be done by in-house departments to the same high standards. The wide distribution of colour laser equipment, allows personnel to conveniently produce colour documents and save costs on outsourcing colour printing.

### Excellent levels of service bring peace of mind and rapid response for new orders

Past experience of Dell services gave Horse Racing Ireland confidence in standardising the printer network on Dell. The company also received the same level of service excellence during the printer programme.

“I had a single point of contact during the project so that I knew the person to speak to if ever I had a query,” says Liffey. The reliability of the printers means the company has avoided the need to contact Dell over any significant printer issues. So far, contact has been to order consumables and additional hardware. Liffey adds: “Dell has always come back to us with a quote ahead of its service level agreement. When I compare Dell services with those of our previous vendor, I realise the amount of hassle working with that vendor involved.”

\*Gartner Group: Best Practices for Copier, MFP and Printer Fleet Management by Ken Weilerstein. © Gartner Group 2005. All Rights Reserved.



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