



Océ Power at TNS NIPO

50% Faster



User friendly printroom services and reduced turnaround times

As the Netherlands' largest market research company, TNS NIPO's main products are the documents that present its services and report its findings. So when the content and quality of these documents look great, so does the company. To keep document production in professional hands, the central printroom wanted to make job submission as user friendly as possible. A combination of Océ PRISMA® software, Océ cutsheet printing systems and Océ PRISMA®sync controllers not only achieved this goal, it also halved turnaround times and increased printroom capacity.

Reports that have to last

At TNS NIPO in Amsterdam, documents are a key element at every stage of the market research studies it carries out for clients in a wide range of sectors. Project proposals detail TNS NIPO's services and research methods. Printed questionnaires and explanatory letters are among the tools used to collect data. Research reports and presentation handouts are the final products that describe the research results and make recommendations.

"The final report has to be perfect," says IT Manager Edwin Been. "It's read numerous times and photocopied, and the client keeps it for a long time for comparison with future research and trends. So it has to be robust and long-lasting."





“Our main goal was to make printroom services user friendly for our 450 staff. Océ helped us find the most feasible and economic solution.”

Edwin Been, IT Manager, TNS NIPO

No control over costs and waste

TNS NIPO documents contain black & white and color pages, as well as tables and diagrams, so a lot can go wrong. In the past, a great deal of document printing was done decentrally at departmental printers with no control over usage. “There were a lot of unnecessary prints as jobs were output immediately and the printers had no mailbox function,” explains Mr. Been.

“What’s more, users often tried to solve printer problems by prematurely replacing toner cartridges and drums which led to high costs.”

The first answer to these problems was to reduce the number of departmental printers from three to one and introduce more reliable printers with mailbox functions. Each of the six floors now has an Océ CS31x5 black & white printer and each alternate floor has an Océ CS231 office color system. The second answer was to make it easy for TNS NIPO’s 450 market researchers to submit jobs to the central printroom where costs could be controlled. “The easier you make it for the user, the better,” says Mr. Been

Faster, easier job submission

Job submission software was a key factor when TNS NIPO chose Océ as its partner for document management infrastructure. “Other software we were offered took 15 clicks to submit a simple print job to the printroom,” says Mr. Been. “Océ software allowed fast and easy job submission via a web portal.” Today, market researchers submit jobs from their desktops using Océ PRISMA®access. The job ticket is

customized to TNS NIPO’s requirements. It only lists the services offered by the printroom and the user’s details are already filled in. “Instead of 15 clicks, it takes about five or six to send a job to the printroom,” says Mr. Been. Océ PRISMAaccess also sends users automatic notification about the status of their jobs which reduces calls to the printroom. As a result of all this, more jobs are done centrally than decentrally, there’s less pressure on departmental printers and the printroom can safeguard document quality and housestyle.

What’s more, the company’s job submission software was recently upgraded from Océ DocWorks® to Océ PRISMAaccess and the printroom replaced its production systems. In spite of these improvements, the 450 users experience very little difference in the way they submit jobs. This has enabled Edwin Been to achieve his main goal of keeping printroom services user friendly even when there are substantial changes in the printroom.



One operator for B/W and color systems

Océ has also made life easier for printroom operators. Amongst other Océ systems, the printroom has an Océ VarioPrint® 6160 for black & white printing and an Océ CS665 Pro for color. Both machines are powered by Océ PRISMAasync controllers and have a standardized user interface.



“The basic operating concept is the same for both machines and it’s a real improvement,” says Bart Zwarenstein, Printroom Manager. Mr. Been concurs: “The tighter integration of the Océ CS665 Pro with our cutsheet workflow is a major step forward. One operator can easily use both Océ black & white and color systems.”

Cutting turnaround times in half

One of the biggest benefits offered by Océ is the ease with which black & white and color pages are integrated into a single document. When a market researcher submits a mixed document to the printroom, Océ PRISMA®prepare software automatically detects the color pages and sends them to the Océ CS665 Pro. Later the software automatically merges these pages with the black & white pages when they are printed on the Océ VarioPrint 6160.

“We used to compile mixed documents manually,” admits Mr. Been. “Piles of black & white and color pages would be arranged in order on a table and operators would walk round the table gathering up the pages. With Océ PRISMAprepare it takes 50% less time to complete mixed documents.”

More capacity with the same number of operators

With the time savings produced by Océ systems and software, the printroom can take on more jobs with the same number of operators. “We recently sent out 80,000 questionnaires as part of a research survey,” says Mr. Been.

“We used to outsource jobs that size but now we can handle them easily.” And when an operator is on holiday there’s no need to hire temporary workers, the other operators can handle the workload. Like Océ, innovation is part of the corporate culture at TNS NIPO. So when a department finds a winning formula, it tends to be adopted by other parts of the company. With its increased capacity, the printroom is now looking at extending the web portal for its services to a sister company in Rotterdam. If this is successful, the printroom may extend its reach even further.

Océ power at TNS NIPO

Decentral

- Multiple Océ 31x5s
- Multiple Océ CS231s
- Océ PRISMAaccess job submission to printroom

Central

- Océ PRISMAaccess operator console
- Océ PRISMAprepare document preparation software
- Océ CS665 Pro with Océ PRISMAsync color controller
- Océ VarioPrint 6160 with Océ PRISMAsync controller
- Océ CPS800
- Océ VarioPrint® 2090



From left to right: Martijn Bik (Océ Sales Group Manager), Edwin Been (IT Manager TNS NIPO), Bart Zwarenstein (Printroom Manager, TNS NIPO), Wouter Hoenders (Océ Account Manager)



Beyond the Ordinary



Printing for Professionals

Océ helps the people who make our world. Companies everywhere use Océ technical documentation systems in manufacturing, architecture, engineering and construction. High speed Océ printing systems produce millions of transaction documents each week, such as bank statements and utility bills. And in offices around the world, people use Océ professional document systems to keep the wheels of business and government turning. Océ is also at work in publishing on demand, newspaper production and wide format color for spectacular display graphics.