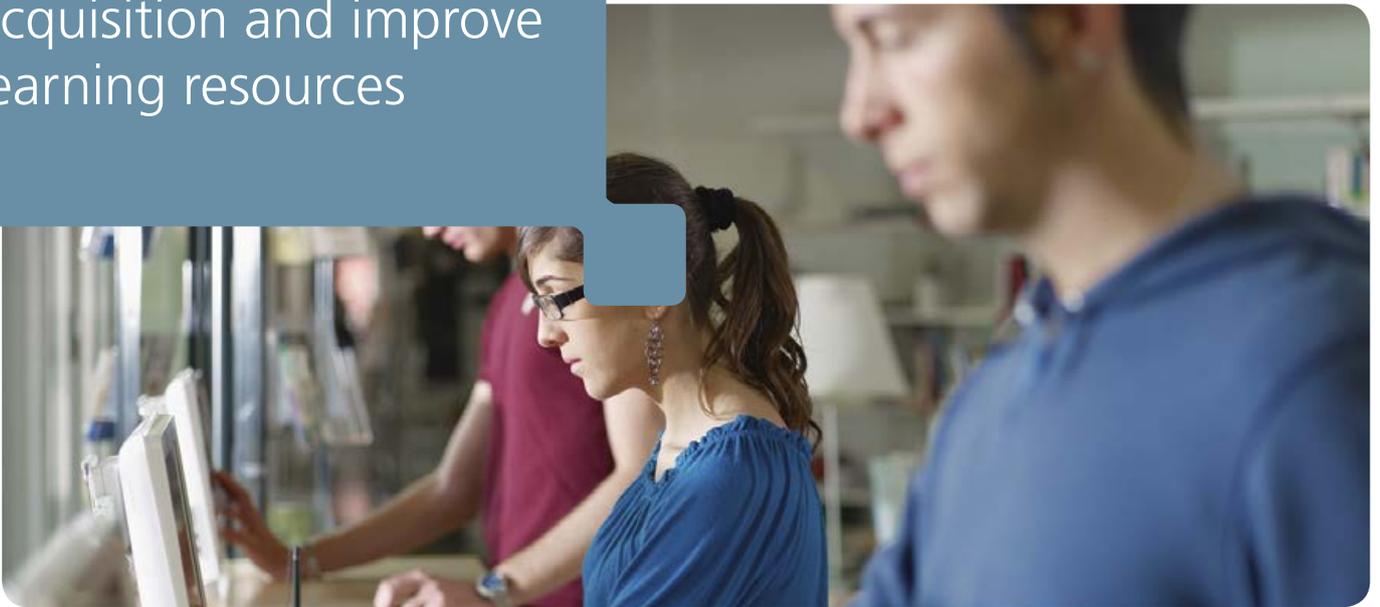


Case Study

Sevenoaks School
Education
Office and Production Print

Ricoh helps 500-year-old school drive up student acquisition and improve learning resources



For over 500 years, Sevenoaks School in Kent has been educating children in the UK and further afield. Despite its history and reputation for excellence, the school still has to work hard to attract new pupils in an increasingly

competitive and short-funded environment. But a Ricoh office solution has given the school a first-class facility to promote to newcomers as well as delivering an efficient, high-quality teaching and learning resource.

Executive summary

Name: Sevenoaks School
Location: Sevenoaks, Kent
Size: 1,000 pupils, 250 staff
Activity: Education

Challenges

- Move to digital learning was increasing the need for better quality support material
- Continued pressure from competition for attracting new pupils
- Increasing need to integrate digital resources and printed colour output
- Increasing need to react to last minute print requests

Solution

- Integrated Ricoh Office and Production Print

Benefits

- Increases competitive advantage and ability to attract new pupils
- Enables quick, onsite production of impressive, full colour marketing materials
- Delivers a fast, efficient, high-quality learning resource run by highly responsive technology and processes
- Provides a business-class service that helps generate income from outside organisations
- Delivers an integrated, balanced deployment of technology across the whole organisation

Challenges

Sevenoaks School is an independent coeducational day and boarding school for pupils aged 11-18. Founded in 1432, Sevenoaks provides academic excellence with a strong pastoral and co-curricular emphasis. The school is the first all-International Baccalaureate (IB) school in England and has taught the IB for over 30 years. It is located on a 100-acre site in Kent and has 1,000 pupils, including international students from 40 countries around the world. In 2012, the school was ranked No.1 in *The Independent* newspaper's Top 100 Independent Schools at A-level.

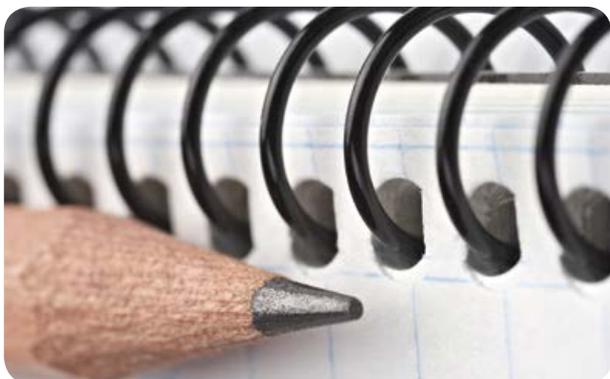
As with many organisations in education, Sevenoaks is using more digital resources for teaching and learning. All pupils at the school have their own laptop or tablet devices and they use external and internal web-based resources and tools for every-day learning. While digital-based learning has increased, it has also driven a greater need and demand for printed material, especially in colour. This includes colour maps and images for subjects like history, through to high-quality reproduction for art and design and technology.

"Over the last few years our print needs have increased significantly and the demand is for colour - it's stepped up ten-fold. We are now doing a lot more colour than we did three or four years ago for things like maps, history projects, art and design technology," says Sharon White, Reprographics Assistant at Sevenoaks School.

Schools like Sevenoaks are also operating in the increasingly competitive education market, where money for school fees is in short supply and attracting and winning new pupils is harder.

Solution

Printed output is regarded as a key service and so Sevenoaks decided to partner with Ricoh to provide the best facility. The school is using an integrated Ricoh Office and Ricoh Production Print solution. A central reprographics room has two Ricoh digital presses - one colour and one black and white. In addition, there are 13 Ricoh Multifunction Products (MFPs) located around the main campus and in off-site boarding houses for pupils to use during evening



homework. Three of the MFPs are colour and are in the library and the design and technology and art departments.

All the devices are integrated into the school's network and print management software is used to report on print activity and control a Follow Me print system. Staff have swipe cards which account print jobs against departments. Pupils have their own cashless cards for purchasing various items on campus, such as stationery. The cards can also be used for any printing they do. @Remote software is used to monitor print devices, check on performance and deal with faults or issues before occurring so that machine downtime for users is significantly reduced.

The school balances print jobs between the distributed MFPs and the reprographics room to maximise the cost effectiveness of the Ricoh solution. While simple, small-run jobs are usually done on a local MFP, there is a policy in place that stipulates larger, more complex jobs get sent to the reprographics room. These jobs cost less to produce on the Ricoh presses and can include items such as teacher copying and print work, boarding house booklets and in-house event programmes and invitations.

The school obtained the Ricoh print solution via Kent County Supplies - a centralised buying resource for local schools - that reduces costs for schools and removes the need for time-consuming tendering.

Benefits

The Ricoh output solution provides Sevenoaks School with a key education and administration support service, which is fast and delivers high-quality output. It enables pupils to access their work on demand, teachers to print learning support material when they need it and the school to print a wide variety of critical documents to help run the organisation.

"The Ricoh print solution is hugely important to the school. We couldn't really function as a school without it. Both the distributed print and copying capability around the site and the centralised service we offer is essential and it would be a much harder place to work at without them," says White.

These days all schools have to compete to attract new pupils. Having first-class facilities - like the Ricoh output solution - and the ability to produce high-quality communication and marketing information is increasingly important. White says, *"If you're competing with other schools like-for-like you've got to look at what they are producing and what they are giving out and try and keep up."*

The Ricoh solution is also part of the school's ability to share its resources with the community and generate some extra income. The school has new and impressive sports and arts

continued overleaf

Case Study Sevenoaks School

centres which it hires out and the Ricoh technology is used to produce commercial collateral like programmes for external events.

One of the ways in which the Ricoh solution supports the school's reliance on digital resources is to enable wireless printing. Pupils (and staff) can work on a document on their laptop from anywhere on the main campus or a boarding house and then send the document to the nearest place of production or collection.

White says, "We've been using Ricoh and its print technology for several years now because the company gives us such a good service and our relationship with Ricoh remains very strong. If I put in a call, we usually have someone out within

a couple of hours, which is great. If we've got an open day or a school production that night, knowing that Ricoh will be there to ensure we can do all the printing and copying we need is excellent service. The Ricoh engineers and the service is very good, I can't fault it."

Ricoh Solution/Products

- Ricoh Multifunction Products
- Pro C751 & Pro 1107 Ricoh colour and black and white Production presses
- @Remote

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