Print efficiency now on the schedule at AMC Networks International.

Challenge
– Escalating print costs
– No visibility into print costs
– Diverse and complex unmanaged print fleet

Solution
– To deploy Nuance Equitrac
– To integrate it with modern Multifunction Printers
– To introduce Follow-You and Mobile Print functionality to aid security and boost print flexibility

Results
– On track to make print savings of approximately 20%-30%
– Rapid Return on Investment
– Managed Print model's success to be replicated across other AMC Networks' offices in Europe

Profile

Dedicated to producing quality programming and movie content for more than 30 years, AMC Networks Inc. (NASDAQ: AMCX) owns and operates several of the most popular and award-winning brands in cable television. AMC, IFC, SundanceTV, WE tv, and IFC Films produce and deliver distinctive, compelling and culturally relevant content that engages audiences across multiple platforms. The company also operates BBC America through a joint venture with BBC Worldwide. In addition, the company operates AMC Networks International (AMCNI), its global division.

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Nigel Proctor
IT Manager at AMCNI-UK

Today, the 200 staff based at AMC Network International's UK office (AMCNI-UK) in North West London are experiencing drama-free printing and savings worth talking about following the deployment of 10 Multifunction Printers (MFPs) and Equitrac® Office Suite from Nuance® Communications, a leading provider of speech and imaging solutions. Equitrac Office Suite delivers an easy to install, easy to use print management system that delivers maximum functionality at a cost effective price. Equitrac also provides scanning software to get businesses off paper and into digital document workflows.

Improving the vision for print
The latest episode of AMCNI-UK's print strategy came as a result of the desire to overhaul its approach to unmanaged print. The company—like many others—prints a wide gamut of generic office documents, including letters, presentations and training materials. It was experiencing the spiralling costs that come with unmanaged print and it identified the need for a new document imaging strategy that would drive a clearer insight into print costs, in a bid to reduce them and print volumes.

Nigel Proctor, IT Manager at AMCNI-UK, explained the issue. "We had a mix of print devices, from mono and color printers, to MFPs and about 20 desktop-based inkjet printers. This unmanaged print model wasn't sustainable. Beyond that, we wanted to encourage a broader, best-of-breed approach to IT, print and business solutions across Europe." He added: "With that in mind, we wanted to optimize the deployment of MFPs and remove the smaller desktop printers. We also wanted to maximize the document workflow efficiency and cost benefits that

modern MFP offers along with its capabilities like swipe cards, OCR and scanner functionality. Additionally, we needed an intelligent print management solution that would give us features like Follow-You Printing, Secure Print and could provide reports that would put a spotlight on who is printing what and when, our print volumes and costs. This information would be imperative in helping us reduce print volumes and costs." Those print costs were considerable and in addition to the overhead of managing small devices which Nigel states was both time consuming and resulted in an abundance of support calls.

A new channel to print savings with Equitrac
Nigel's former positive experiences with Nuance Equitrac meant that when its MFP supplier proposed using it in conjunction with new MFPs, its suggestion was well received. "I had used Equitrac in previous companies, and it had always impressed me, so I was happy to consider deploying it again," Nigel stated.

Its MFP supplier assessed the company's print challenge and its future print needs, before proposing a new print strategy which AMC Networks agreed with. Nigel explained that "With the print strategy in place, we set a goal to make print savings of approximately 30%." A short time after deployment, Nigel is confident that "…we are already approaching that target."

Some of those savings can be attributed to the new print rules that decree that all print jobs should be in mono—resulting in considerable savings on the cost of color printing—and duplex printing, which can halve print volumes and reduce spend on paper supplies.

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Nigel Proctor
IT Manager at AMCNI-UK

Equitrac receives a warm reception
Not only is Nigel happy with the solution from a financial perspective, but he's also satisfied with how it has been received by end users at AMCNI-UK, as he explains: "Equitrac's interface is very intuitive, so the training was very easy and straightforward. The MFP supplier's experience in large scale deployments meant that the deployment was non-disruptive and the process was quite seamless." He added: "We were really happy to see that the secure print function could be integrated into the existing door swipe entry cards the staff use." The Follow-You print functionality drives new levels of print productivity, too: "If a printer breaks down, staff can just walk to another device and retrieve their print job from that. They don't have to waste time waiting for a device to be fixed," Nigel stated.

Bringing further flexibility to the company is Equitrac's mobile print functionality. Of it, Nigel said: "Mobile print functionality is a real boon to visitors to the AMCNI's London office. It makes it really easy for executives from other offices or guests to print to any device."

A performance worth repeating
In addition to the cost savings and simplified fleet management, Nigel states that the main advantages of Equitrac include the visibility he now gets from the management reports, while the Follow-You and Mobile Print functionality benefits all users. In fact, the new managed print model with modern MFPs combined with Equitrac has been deemed so beneficial that it is planned to be repeated in other AMCNI offices across Europe. In short, the new MFPs combined with Equitrac from Nuance have played starring roles in what has turned out to be another blockbuster hit for AMC Networks International.

To learn more about Equitrac products, please call 1-800-327-0183 or visit nuance.com

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About Nuance Communications, Inc.

Nuance Communications, Inc. is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with devices and systems. Every day, millions of users and thousands of businesses experience Nuance's proven applications. For more information, please visit: www.nuance.com.

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