



The Cincinnati Reds™ Receive a Total Sharp Technology Refresh

Business Environment Challenges

The Cincinnati Reds is a fast-paced organization, especially during baseball season. This Major League dynasty was spending energy on faulty office equipment, when its sheer focus should be ensuring the franchise wins on and off the field. A vendor change was imminent when service calls and on-site technicians became the norm and downtime was hindering productivity. The Reds met with Sharp Business Systems (SBS) to discuss everything from multifunction printers (MFPs) and Managed Print Services (MPS) to professional displays and TVs. SBS was invited to perform a behind-the-scenes study of the headquarters, Great American Ball Park and ball park conference center.

The 3-month study uncovered a mishmash of MFPs and printers from several manufacturers, a few mismanaged devices and almost 117,000 unaccounted monthly prints. The staff was performing a cumbersome 10-step process posted on the wall above MFPs and sending mock print jobs in the morning to get copiers warmed up for later use. In addition, accounts payable was juggling invoices from different vendors for equipment, service and supplies. And TVs were being used in place of professional displays in the conference center.

Industry

Sports

Organization

The Cincinnati Reds

Challenges

- Downtime was slowing productivity
- Outdated office equipment from several manufacturers
- Unaccounted prints
- Multiple invoices for equipment, service and supplies
- TVs used in place of professional displays

Solutions

- Consolidated printers
- Replaced outdated MFPs with Sharp devices
- High-volume production MFP in the media relations department
- Scan-to-email and scan-to-folder functionality
- Sharpdesk Mobile printing application
- Managed Print Services
- Sharp video wall at the ballpark entrance
- High-speed color Sharp MFP, AQUOS BOARD and AQUOS TVs in the conference center

Results

- Responsive account management
- Breadth of technology from one vendor
- Boost in productivity with reliable MFPs and solutions
- Better management of desktop printers
- Lower monthly service cost
- Innovative proAV tools to present ideas to Reds executives, clients and fans

Business Technology Solutions

The Reds accepted SBS's recommendation for a total technology refresh. The entire print fleet was right-sized, including equipment in the spring training facility in Arizona, by consolidating six printers to one Sharp MFP and replacing all outdated, high-cost copiers with Sharp MFPs. The staff likes the consistent user interface, ease-of-use and fast warm-up times. IT can effortlessly clone MFPs and troubleshoot devices remotely by using the Sharp remote front panel. The media relations department is fully operational on game days, so a high-volume production Sharp MFP was installed to produce thousands of media kits and game day materials, and an SBS technician is on-site to ensure smooth operation during the playoffs. Sharp OSA® Technology and Active Directory® integration allows the staff to scan-to-email or scan-to-folder directly from the MFP. With the Sharpdesk® Mobile application, employees can now print to any networked Sharp MFP using smart phones and tablets. The Reds also adopted an MPS program to let SBS manage the service maintenance, parts and toner for its 38 desktop printers.

Today, when baseball fans enter the Great American Ballpark, they are greeted with a high-definition 3X3 video wall made up of (9) Sharp 60" class ultra-slim bezel monitors. Companies that host events at the ball park's newly named "Sharp Business Systems Conference Center" use a high-speed color Sharp MFP, AQUOS BOARD™ interactive display system and AQUOS® TVs. The AQUOS BOARD is also used for Reds executive meetings and game days; and when it's not being utilized, it doubles as a professional display to promote conference center services.

Proven Results

"Our decision to team with SBS came down to the integrity of the Sharp brand, the breadth of technology available through SBS and the responsiveness of our account representative. SBS is a treat to work with and has brought a lot of value to our organization. We were intrigued that SBS has a variety of technologies we could use across other areas of our business. We didn't have to seek out another vendor for professional displays, since SBS offers them," said Brian Keys, vice president of technology for the Cincinnati Reds.



The reliability and user-intuitiveness of the Sharp MFPs eliminated redundancies like the "10-step process" and everyday service issues. The MPS program eliminated the time-consuming act of juggling invoices by merging service, toner and parts to one vendor. SBS was able to reduce the monthly equipment service cost by approximately \$260. The AQUOS BOARD interactive display is a hit among Reds executives and conference center clients because it offers an innovative way to present ideas in front of their audience.

"SBS is proud to be the 'Official Document Provider' and a sponsor of the Cincinnati Reds," expressed Steve Orander, branch president of Sharp Business Systems Indiana/Ohio. "Our relationship with the Reds encapsulates the power that only Sharp can bring to our clients. The power of a total solution that is well designed based on analytics and technology."



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