



Major water utility accelerates critical billing processes with Ricoh production printers



- More than 400,000 customer bills printed every month
- Supports growing customer base with higher print capacity
- Enhances corporate image with improved print quality

COMPANY & CHALLENGE

As one of the fastest growing economies in West Africa, Senegal has seen rapid urbanisation in recent years, leading to rising demand for essential services. Utility company SEN'EAU plays a critical role in national development, distributing clean drinking water to more than 860,000 people in urban and peri-urban areas.

Fanta Keita, General Buyer, Purchasing Department at SEN'EAU, explains: "With so many ongoing construction projects in Senegal, we are constantly receiving requests to supply water to new properties. Once we have added new customers to our database, we send bi-monthly water bills: one month, we prepare and dispatch bills to one half of our customer base, then repeat the process for the other half in the following month."

To produce water bills, SEN'EAU previously used 36 small printers stationed at its Dakar headquarters and in local offices across Senegal. "As customer numbers increased, print runs were taking longer and longer to complete," adds Fanta Keita. "As we were printing almost continuously, we consumed toner very quickly, and there was limited time to perform essential maintenance. As a result, the quality of the output was often low, with blurred text on some bills."



SOLUTION

Increasing capacity and productivity

To produce higher volumes of customer water bills quickly and seamlessly, SEN'EAU decided to replace the small, ill-suited printers with more powerful, efficient, and scalable production devices. Following a tender process, the company selected Ricoh business partner CFAO to implement six high end sheetfed RICOH Pro™ 8300s solutions, along with top of the range Ricoh IM 7000 multifunction printers (MFPs).

Fanta Keita explains: "CFAO has supported SEN'EAU for around 20 years, providing reliable office equipment and consultancy, so we felt confident about continuing our collaboration. Early in the tender process, Ricoh provided detailed data sheets that showcased the technical, financial, and operational value of the Pro 8300s printers. We quickly realised that their solutions offered the robust operations and high capacity that we wanted."

Deploying the new printers at multiple locations in almost every region of Senegal was a potentially challenging process. To minimise complexity during the implementation, SEN'EAU

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EL HADJI OUMAR
HEAD OF IT SERVICES AND SUPPORT

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worked closely with CFAO and Ricoh to deliver, install, and set up the solutions over a two and a half month period.

Today, SEN'EAU uses the Pro 8300s printers in its main print room in Dakar and in regions with high volumes of customers, with the IM 7000 MFPs used as a backup and in locations with a smaller customer base. After calculating charges for each customer, the company prints bills on both sides of pre-printed offset papers, which are then ready for immediate dispatch. At the Dakar headquarters, the company benefits from a managed service delivered by CFAO, covering support during each print run and continuing maintenance of the devices.

El Hadji Oumar, Head of IT Services and Support at SEN'EAU, comments: "With the dedicated support from CFAO, the production process in Dakar runs very smoothly. We are now considering extending this operating model to our remote locations, ensuring we have a trained expert on site to support each print run."

BENEFITS

Boosting efficiency and reliability

With the Ricoh solutions, SEN'EAU has developed a faster and more efficient process for creating water bills for its growing customer base. By shifting from the small, unreliable, and

overloaded devices to production printers that are specifically engineered for demanding applications, the company has significantly increased its printing capacity and can now manage much higher billing volumes, without risk of delays.

El Hadji Oumar explains: "Once we receive verified data from our finance team, we aim to print more than 400,000 bills in around two weeks each month. The limitations of the old devices made this challenging, but the greater speed, productivity, and reliability of the Ricoh printers mean that we are consistently hitting our targets. With the Pro 8300s and IM 7000 devices, we have customer bills ready for dispatch on time, every time."

Furthermore, SEN'EAU has improved the quality of its customer bills with the Ricoh solutions, eliminating blurred, misaligned, and faint text. Instead, the Pro 8300s devices deliver output that is consistently clear and legible, and projects a professional and polished corporate image.

With the Ricoh printers now handling all billing production, SEN'EAU can use the fleet of 36 office printers for the tasks they were designed for, such as internal communications and business as usual documents. "As we no longer run the smaller devices nonstop to create water bills, we suffer fewer breakdowns and have unlocked valuable cost savings on maintenance, repairs, and consumables," adds El Hadji Oumar.

“With increased print speed, performance, and reliability, we can move forward with confidence, knowing that we can cope with the pressure that will come from increasing urbanisation in Senegal.”

FANTA KEITA
GENERAL BUYER, PURCHASING DEPARTMENT



Fanta Keita concludes: “With Ricoh, we have made a strategic investment in our future. With increased print speed, performance, and reliability, we can move forward with confidence, knowing that we can cope with the pressure that will come from increasing urbanisation in Senegal. From the first consultation, our work with CFAO and Ricoh has been a great success, and we look forward to the next stage in our partnership.”

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance. Headquartered in Tokyo, Ricoh’s global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD). It is Ricoh’s mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future. For further information, please visit: www.ricoh-europe.com

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