

Case Study

from Standard Office Systems

“The Standard Office Systems strategic partnership with Cox Media Group continues to exceed all our expectations not only in Atlanta but in every division of Cox Media Group across the country.”

— Senior Manager, IT Operations
Cox Media Group

CUSTOMER:

Cox Media Group

Headquarters: Atlanta, GA

PROFILE:

Cox Media Group, a subsidiary of Atlanta-based Cox Enterprises, is an integrated broadcasting, publishing, direct marketing and digital media company. Currently operating in 20+ media markets and reaching 52 million Americans weekly. They deliver great products that connect with the needs of their customer's while evolving their super brands into the digital future. They compete with their products and win with their people.



Challenge

The communications industry is ever-evolving in the United States. New demands, sources, and technologies are being used to bring more communications to businesses and consumers.

Characterized by many outstanding features including entrepreneurial spirit and commitment to education, Cox's traditional media operations – newspapers, radio and television – continue to be major players in their industries. The Cox Media Group, Inc. subsidiary consists of: 4 metro daily newspapers, 57 radio stations, and 15 television stations.

Cox Media Group was challenged with a multitude of devices from different vendors that failed to keep pace with their technological advancements. Having multiple vendors across the country significantly increased monthly costs and made service, training and tracking extremely difficult for them. Cox Media Group was in need of a true partner, with a novel, updated approach to managing their printers, multifunction devices, and solutions across the country, with one single point of contact.

Action

After winning Cox Media Group's RFP, SOS conducted a thorough analysis of all multifunction devices, printers, networks and document workflows throughout the company. Current needs and usage were researched and evaluated.

From the analysis SOS developed a comprehensive, new office technology plan tailored for Cox Media Group across the U.S. More productive and cost-effective color multi-function devices were at the core of the new plan, as well as new software solutions. SOS instituted PrintVantage for printer fleet management and proximity card authentication and follow me printing to create efficient processes company-wide.

Result

An important part of the implementation at Cox Media Group is their ability to track the users and the volume that is being printed and copied. SOS's PrintVantage solution tracks users to see what, who, where, and when all documents are printed. The PrintVantage implementation identifies departments and users who are printing too much color, printing to the wrong device and printing non work related data.

Another added feature that became a favorite by the end users was follow me printing. The "follow me printing" solution allowed all end users to print a job and then walk up and release the job from any device at their location or infrastructure across the country.

Today, SOS continues to act as Cox Media's national strategic partner for all locations and to exceed their expectations. PrintVantage and proximity card authentication have digitized information, eliminating paper and speeding communications company-wide, creating cost savings year after year.



"Cox Media Group has partnered with Standard Office Systems for over 2 years and I'm extremely happy to say our partnership is outstanding. It's very rare that a vendor actually does everything they said they were originally going to do. I can honestly say I would highly recommend Standard Office Systems to any business without hesitation."

— Senior Manager,
CMG Technology
Cox Media Group