



OKI delivers a solution for Sejtbank's increased print volume



A CRYO-SAVE COMPANY

About the Customer

Sejtbank is a CyroSave company, a leading international stem cell storage brand and the largest family stem cell bank in Europe. Established in 2000, it is a healthcare services group which focuses on the collection, processing and storage of human adult stem cells. CryoSave employs nearly 300 people across the group, including many medical professionals and laboratory technicians. Sejtbank first offered stem cell preservation in Hungary in 2002.

The Challenge

Due to the confidential and private nature of the data stored at Sejtbank, the company must deal with an enormous amount of paperwork and printing tasks. Speed, quality, quantity and cost-efficiency are all equally important factors in these tasks. These needs led Sejtbank to adopt OKI printers very early on.

With Sejtbank introducing Down Syndrome screening for expectant mothers, available for free at nearly forty of their institutions, there was a sudden increase in the company's printing requirements.

C710dn
ACCOUNTS
FOR ALMOST



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Andrea Garda, Financial Executive, Sejtbank

Together with day-to-day office tasks, such as invoicing and correspondence, which require the printing of forms and test results, this has given rise to a threefold increase in printing demand, which has grown to a staggering volume of 13,000 to 14,000 printed pages each month. The OKI C5000 printers that Sejtbank were previously using were no longer able to support its increasingly heavy workload.

The Solution

After a period of careful consideration, Sejtbank selected the C710dn printer from OKI, a high-capacity, colour, duplex device to help the organisation address its latest challenge. The main consideration Sejtbank had in mind when choosing a new device was its ability to print on various types of media. In addition to the usual 80 gsm office paper, the media used by Sejtbank included 100-120 gsm card, envelopes, forms on letterhead and pre-printed content. The company also needed to be able to print duplex and ultrasound images. The OKI C710dn was able to meet these requirements and proved to be an effective solution.

Sejtbank was also attracted to the OKI C710dn because of its exceptional print quality made possible by OKI’s High Definition Colour technology, as well as its high-capacity toner cartridges and overall ease of use. The built-in LCD display panel also provided staff with clear and user-friendly instructions.

The Benefits

The OKI C710dn was able to meet Sejtbank’s unique requirements. Since adopting the new printer, the company has been able to keep pace with the huge increase in demand caused by the introduction of Down Syndrome screening, allowing staff to continue working effectively despite the heavier workload.

With a monthly output of 7,000 to 8,000 pages, the C710dn is responsible for almost 70 per cent of the company’s prints. The printers installed at Sejtbank were one of the first to be sold in Hungary and they are still providing a solid performance after a full year of very intensive use. According to Andrea Garda, Financial Executive, Sejtbank, the C710dn is still working optimally.

The Future

Sejtbank’s Down Syndrome screening, along with the other services the company offers, have continued to be successful, putting even more demand on its print infrastructure. Thanks to the superb speed and quality of the C710dn, this demand continues to be met.

“The OKI printer’s exceptional speed, high quality and cost-efficiency are very pleasing,” Garda said. “As a result, we are considering OKI’s other product offerings as our printing tasks continue to increase.”

Images shown are for illustration purposes only taken from stock photography and do not represent the company’s product or service range.

OKI’s Smart Managed Print Services programme encompasses a range of tried and tested methods and tools to establish the current state of an organisation’s print related costs and processes before OKI creates a professional bespoke proposal to suit individual customer specific requirements. Our sales and engineering staff work closely with our key partners to offer Managed Print Solutions with maximum customer value.

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