

Financial Case Study



BUSINESS SEGMENT

Financial

PRODUCTS

Point-of-Service printers

CHALLENGE

Current line of validation printers were going End-of-Life (EOL)

Limited print customization capabilities

Slow print speed and limited functionality

SOLUTION

Fiserv¹-compatible, compact and multi-station POS printers with high print speeds

Customization tools and technology

Overnight warranty exchange



Multifunction POS Printers

Case Study

CUSTOMER BACKGROUND

Founded in 1892, the bank is one of the largest Wisconsin-based federally chartered banks. To date, the financial institution is the largest bank based in Milwaukee and its 76 branches serve more than 100,000 households throughout Wisconsin and Minnesota. The bank provides financial solutions through its new website, its surcharge-free network of 23,000 ATMs and its financial & insurance services subsidiary, which offers annuities and securities.

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THE CHALLENGE

For many years, the bank's branches were using validation printers that provided the wide range of functionality required for financial institutions surrounding receipt printing, check endorsement and slip printing. However, when the time came for the bank to replace and update its payment solution printers, it was unable to because the printer model was going end-of-life (EOL) and, at the time, did not have a direct replacement. As a result, the financial institution had to reassess its printer options and identify a replacement for its branches that would have higher print speeds, increased print quality and features and more innovative capabilities that would continue to meet the financial industry standards.

Another challenge the bank faced was the need to find a dual-station printer with two separate rolls for performing two different functions: one for printing receipts and one for printing slips. This capability was a requirement for the bank. Additionally, the bank was undergoing an operating system and PC update to Windows® 7 and required any attached printer to provide compatible drivers so the printers would be "plug-n-play" and easy to install.

Lastly, the bank's marketing efforts were evolving, and the organization was looking for a printer with customization capabilities in order to print custom graphics like QR codes and logos on customer receipts and deposit slips.

THE SOLUTION

After working collaboratively with the customer to identify its challenges and unique needs, OKI Data Americas recommended one of its dual direct thermal and dot matrix printers from its line of point-of-service (POS) printers. A hybrid of direct thermal-dot matrix technologies, OKI's solution was the ideal choice for the bank. This printer offered the versatility, features and print speeds the organization needed. The POS printer makes it quick and easy both to validate and endorse checks and to print receipts, helping to increase productivity and boost customer satisfaction.

Remaining compliant to financial industry standards, OKI developed custom drivers to be Fiserv¹ compatible, which saved the bank time and money by already having these printers processed and approved to work with the bank's Fiserv software platform. This Fiserv-compatible custom driver also made the printer-replacement process go much more smoothly and quickly during the bank's new system deployment, which involved a multifaceted update to new PC, software and operating systems.

In addition to superior media handling, the printers offered the bank a number of useful customization tools, such as a double-resolution mode that met the bank's new and evolving marketing needs by assuring the best print quality of logos and graphics.

Lastly, OKI Data also offered an overnight warranty exchange program, which was a guarantee of immediate business turnaround, eliminating the need for a technical visit and saving the institution time and money.

CONCLUSION

The company appreciated OKI Data's commitment to providing a product that not only met its industry standards with Fiserv compatibility, but also delivered a reliable printer with high print speeds, increased features and functionality and marketing customization tools. The bank rolled out close to 400 units of OKI's POS printers and over the past year has seen a tremendous improvement in employee efficiency and productivity. OKI Data eliminated the company's printer headaches through an unparalleled level of customer interaction and service and put value back into the customer's print operation.

[1] Fiserv Inc. is the U.S. market leader in account processing services, and more than one-third of U.S. financial institutions rely on Fiserv for account processing solutions and expertise.

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