

# University puts “print shops” all over campus with EFI Self-Serve technology

As part of their Green LMU initiative, leaders at Loyola Marymount University (LMU) wanted to replace student-owned printers in each dorm room, and consolidate printing with a single, more efficient university-owned printer in each residence hall.

The Auxiliary Management and Business Services department handles fleet printing and managed printing on campus, and already had printers in the library and a few of the labs.

LMU Associate Vice President Raymond Dennis approached Ricoh, which supplies these university printers. “We wanted to be more sustainable and reduce the use of toner and paper,” says Dennis. “By providing one device that could do it all, we hoped to achieve all of those goals.” Dennis also expected the move to lower energy usage in the residence halls.

But LMU had a longer list of goals. “We also wanted something that was turnkey, that would plug and play through the cloud,” he adds. “We didn’t want it to be a burden to our IT services department because they’re already strapped for resources.

“It had to be PCI compliant, so it would accept credit cards. And, because other people come on campus for conferences and other events, we wanted them to be able to come on campus and print from anything – whether it’s a smartphone, tablet, laptop, or an app.”

## **Implementing a self-serve environment**

Ricoh suggested the EFI™ Self-Serve M500 Station as the easiest way for users to print and pay in a completely self-serve environment. The available integration with their campus card platform allows students to pay with their student ID card.



## **Challenge:**

Improve sustainability on campus  
by reducing the need for personal  
printers in student rooms.

Founded in 1911, Loyola Marymount University (LMU) is a top-ranked Catholic university. The Princeton Review ranked LMU number 7 nationwide. The school offers 60 major and 55 minor undergraduate degrees and programmes, 39 master's degree programmes, several doctoral programmes, and 10 credential/authorisation programmes. Their faculty includes Nobel Prize and Pulitzer Prize winners. The university is also a top producer of U.S. Fulbright Students.

Also consistently named among the nation's most beautiful campuses, LMU has a gorgeous 142-acre main campus overlooking the Pacific Ocean. Traditional residence halls, suites, apartments, and theme houses offer everything students need to live comfortably and excel academically.

The university also has a notable commitment to the environment they call "Green LMU." Some of their green initiatives include:

- The first campus-wide collegiate recycling programme in California
- Solar rooftop systems on two buildings, and a federal Green Power Award they won in 2003
- Five LEED Certified buildings, two with LEED Gold certifications
- A new programme is designed to save energy by reducing the use of student-owned printers by the 3,210 students who live on campus

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Students can store value on their Blackboard student cards and add more as needed. The credit card option allows visitors to use the M500 Station as well.

Users can access files from their USB drives, mobile devices, or cloud storage accounts. This gives LMU the access they want for both students and visitors. The M500 Stations also work with EFI's exclusive PrintMe™ Cloud service which allows users to email or upload their documents to the cloud and easily retrieve them at any M500 Station.

According to Dennis, the EFI Self-Serve solution has an additional benefit to LMU: "Because it's a cloud solution, LMU doesn't have to have any applications running on servers on campus. And the Self-Serve AdminCentral dashboard shows how many prints we use.

"We were able to fund it through our current contract with Ricoh, who supplies us with equipment," Dennis adds. "And we worked with EFI to get the Self-Serve solution deployed on campus."

LMU based its per-copy pricing on the prices it had charged on one of their first lab printers. While it is half what students would pay off-campus, it's enough to offset the cost of the printers to LMU.

LMU now has 15 printers with Self-Serve systems located in residence halls, libraries, dining halls, post office, Greek student lounge, life sciences building, and technology lounge. Dennis hopes to expand to the on-campus apartments as well.

The AdminCentral web configuration portal makes it easy for Ray and his staff to monitor and manage all 15 units across the large campus. The status dashboard tracks everything from income to operational status of the M500 Stations so he knows they're all up and running.



## Solution:

"When Ricoh told us about the M500 solution, it was music to our ears."

RAYMOND DENNIS,  
ASSOCIATE VICE PRESIDENT,  
AUXILIARY MANAGEMENT BUSINESS SERVICES,  
LOYOLA MARYMOUNT UNIVERSITY



*Campus locations equipped with Ricoh black-and-white printers and EFI M500 Stations are helping LMU replace student-owned printers in each dorm room and consolidate printing with one more efficient, university-owned printer in each residence hall.*

### **No more print-shop runs**

The resident housing association has said it is pleased with the resource. As Dennis observes, "Because they have one in every dorm, students can go down at 4:00 a.m. in the morning in their pajamas and pick up their print job. If they run out of ink on a personal printer at 2:00 a.m., they're kind of stuck. But they can always use the main one in the hall. They also save space in their dorm rooms if they don't need personal printers."

LMU intends to create a campus map to show where the printers are and put it on the website. Dennis explains that this would be great for visitors, "When you're hosting a conference and guests want to print, they can now find a device they can print to that's ready to go 24/7. So attendees and presenters don't have to bring printers. It's great if they forget something. And they don't have to go to the print shop. They can print from a USB or Dropbox. A visiting professor or lecturer can also have everything they need."

### **Result:**

"The M500 systems and Ricoh printers are like satellite print shops. It's like we've got 15 print shops on campus now."

RAYMOND DENNIS,  
ASSOCIATE VICE PRESIDENT,  
AUXILIARY MANAGEMENT  
BUSINESS SERVICES,  
LOYOLA MARYMOUNT UNIVERSITY

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