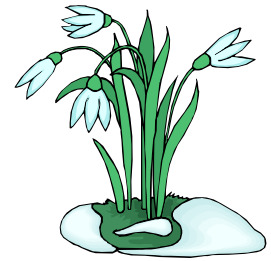


Oyster News



Inside this issue:

Oyster Christmas Charity Ball 2011

Oyster's Annual Grand Ball which took place on 2nd December 2011 at the Telford and Golf Spa Hotel, was a resounding success.

Oyster has been raising money for children's charities for 20 years.



Funds raised from our latest charity ball were donated to **Macmillan Cancer Support** and the recently opened **Teenage Cancer Trust Ward** at the new Queen Elizabeth Hospital, Birmingham. Guests were treated to a variety of music ranging from **Much Wenlock Male Voice choir, Jackfield Brass Band and a Michael Buble Tribute Band**. All Oyster staff contributed to make the event a memorable festive experience on the night for around two hundred guests while helping to raise **five thousand pounds** for the two

designated Charities.

The Teenage Cancer Trust was chosen by Linda, who works in Accounts at Oyster, in memory of her daughter. Charlotte was a very young part-time employee at Oyster when she developed Malignant Melanoma at the age of just 16. The cancer spread and she developed brain tumours while studying at Chester University and very sadly died in 2008, aged 19.

Linda represented Oyster at the official opening of the Teenage Cancer Trust's new ward at Queen Elizabeth Hospital Birmingham on 7th December 2011.



Actors James and Oliver Phelps officially opened the unit, who are best known for playing Fred and George Weasley in the Harry Potter film series. The unit in Birmingham includes twelve inpatient beds and provides care for 16 to 24 year olds with cancer from across the West Midlands. Guests were

shown around the new ward and were not only impressed with the unit but also the calibre of staff and the dedicated help they give to the teenagers.



Unlike ordinary hospital wards the walls are bright, the furniture is funky with a kitchen, quiet room, education room and access to media facilities including a digital jukebox!

Regional Fundraiser for the West Midlands, Craig Burchell, thanked Oyster for their generosity and stressed how it will help the trust achieve their aim so that every teenager in the UK will have access to the support they need.



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Why our customers love us...

- No salesman
- 4 hour response to service calls
- Free operator training
- Friendly staff

BUAFTAs

The fifth Birmingham University Awards For Tremendous Achievement is to take place on Friday 3rd February. The ceremony awards University staff, students and suppliers for outstanding contribution and service to the everyday running of the University. Oyster together with Sharp always proudly sponsors this event as we have now been working on Campus for over 20 years.



Staying green and keeping it simple



We all like to do our bit to save the environment and reduce our carbon footprint.

SHAKE IT!!

We urge customers not to change toner cartridges as soon as the machine displays "low toner" and only change them when **absolutely** necessary (i.e. when the machine stops working because the cartridge is

empty!) Ensure that you give the toner a good shake to make sure that all of it has been used. This saves toner being wasted unnecessarily and reduces the number of cartridges to dispose of.

We also have guides available to inform customers on how to print more economically to save toner, paper and of course money!

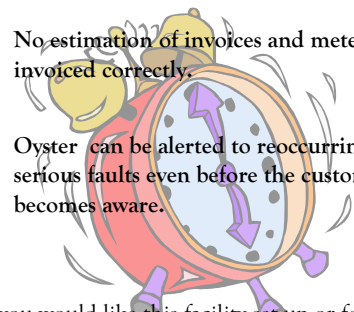
AUTOMATED MACHINE ALERTS

The benefits:-

- Telephone, email and fax requests for

meter readings which take up customer's valuable time are no longer required.

- No estimation of invoices and meterage is invoiced correctly.
- Oyster can be alerted to reoccurring and serious faults even before the customer becomes aware.



If you would like this facility set up or for further information please give us a call on 01952 884444.

UNIVERSITY OF BIRMINGHAM

Case Study:- The University of Birmingham, Main Library

The Problem:

High costs of printing to small desktop printers.

Staff in the Main Library in The University of Birmingham traditionally printed documents to small desktop printers located in their own offices. This was very convenient for the users and it also meant that staff could print any confidential documents in a secure environment.

However, a change in management of printers and a review of use offered the opportunity to review practice and attendant costs of printing. It quickly became apparent that

there was a need to control printing such that the standard default on all machines should be duplex (to save on paper costs) and mono settings (to avoid inadvertent high costs colour printing). There was also concern about expenditure on toner cartridges for a large number of individual machines, their repair and the lack of ability to avoid printing out documents by mistake.

Oyster's Solution:-

Three Sharp Colour multifunctional devices were installed at central locations for staff only use to replace machines in individual offices. Secure folders were created on the hard drive of each machine

for every member of staff in each of the three areas. This enabled staff to securely send print jobs to any machine which would be retained in their secure folder until released by the owner entering their PIN number. All machines are set to duplex and default mono with an ability to switch to colour for specific jobs, **Thus the costs above have been addressed.**

The Benefits:

- **Reduced wastage:-** Through use of duplex, ability to delete print jobs sent in error.

- **Better Security:-**

Confidential documents can only be printed out when the owner is present .

- **Reduced Carbon**

Footprint:-

The power consumed by the three modern power efficient Sharp multifunctional devices is less than several old desktop printers.



The Main Library anticipates that it will save around £5,000 in the next 12 months

Looking after our Schools

⇒ Nearly 6.5 million copies/prints made between 1st October 2011 to 31st December 2011

⇒ Average response time of 1 hour, 11 minutes to service calls

Oyster has been working with Walsall Education for over 15 years.

WALSALL EDUCATION

Oyster has machines located in...

- 73 Primary Schools
- 4 Special Schools
- 8 Nursery Schools
- 8 Colleges/Academies
- 11 Children's Centres

Oyster currently look after:-

74 mono copier/printers

80 colour copier/printers

87 colour printers

12 mono printers

49 fax machines

13 duplicators

(154 copier/printers in total!)

All located in Schools



Keeping Shropshire Printing

Built Offsite are a company specializing in modular buildings. Over the last 3 years Oyster has been supplying and upgrading their equipment.

As the company has continued to grow and expand, the removal of traditional desktop printers and the installation of mono and colour multifunctional devices has not only reduced the overall print costs but given the flexibility of managed printing and document handling.

The networked multifunctional utilizing scan to email and network folders have enabled all staff to have access to all relevant

documents quickly and easily including all off-site staff remotely connected to the network.

The utilization of multifunctional devices in the company's printing structure is not only proving to **reduce print costs** but also to **improve document handling efficiently**.



BuiltOffSite

Educating our engineers

All our engineers have taken the CompTIA PDI+ examination.

This qualification tests and enhances the engineer's understanding and skills in the basic maintenance of photocopiers and printers (including the IT bit!) to ensure we provide an even greater standard of service to our customers.

Many of our customers are Education based, therefore all our engineers have had a standard CRB disclosure.



Oyster has been working with The University of Birmingham for over 20 years.

UNIVERSITY OF BIRMINGHAM

Case Study:- The University of Birmingham, Human Resources

The idea:-

The Department of Human Resources at the University are planning to replace all their desktop printers with four multifunctional devices. This will be a gradual process over the next twelve months.

will be connected to the multifunctional device.

The multifunctional devices are already installed on site so the transition will be painless. By the end of this year (2012) all the users will be printing to the machines.

printing, retention to avoid piles of mixed up print jobs and the easy deletion of unneeded print jobs saving paper. A reliable response should they encounter a problem, toner without having to raise orders.

These benefits are being echoed around the University and other departments are following this example.

The plan:-

As soon as a printer requires attention i.e. needs new toner, drum unit etc. it will be decommissioned and the user

The potential savings are somewhere in the region of £5,000 per annum. Of course, along with these savings come the other benefits, secure

Next PLC & Lexmark

Oyster has proudly upheld a national contract with Next PLC for the supply and service of fax machines for **over 10 years**.

There are currently over 600 machines located in stores all over the UK and

Ireland.

In December, Next made the decision to change to multifunctional fax, printer, copier, scanners.

Oyster has recommended Lexmark as their preferred supplier and now have a technical integration meeting with Next and

Lexmark which is to take place on 19th January followed by a site reference visit on 20th January.

'There are currently over 600 machines located in stores all over the UK and Ireland.'

SHARP Complete multifunctional solutions

- Colour and mono devices from A4 only to A3/A4.
- Network ready (print/scan) colour models from 23 to 50 pages per minute with document feeder, duplex and document filing as standard.
- 16 to 110 page per minute mono devices - network ready and stand alone models.
- Standard and booklet finishing options.

Sharp's newest MX colour models have been designed with the environment in mind:-

- Small footprint and therefore lighter weight.
- New LED scanner unit reducing power consumption.
- 'Eco-scan' which ensures that the fuser does not heat up when performing scanning or document filing jobs
- Reduced warm up time of 20 seconds.
- Power on/off scheduling for when machine is not in use.



The new Sharp MX 2610N
colour copier/printer/scanner (Network ready as standard)

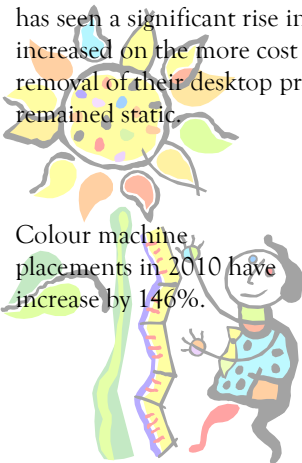
Sharp integrated solutions

- ⇒ **Web page management** - Enables the administrator to manage user access, security and configurations via a standard web browser.
- ⇒ **Access control/Secure PIN** - holds a job in the devices memory until released by the user via a secure PIN, thus also restricting unauthorised access.
- ⇒ **Printer status monitor/Remote diagnostics** - Status of the machine (e.g. paper/toner levels, maintenance warnings, faults etc.) can be monitored remotely via a web browser or the machine can be set up to automatically send an email alert to the service department.
- ⇒ **Remote access** - Gives you the ability to operate the machines major functions via a web browser on your desktop.

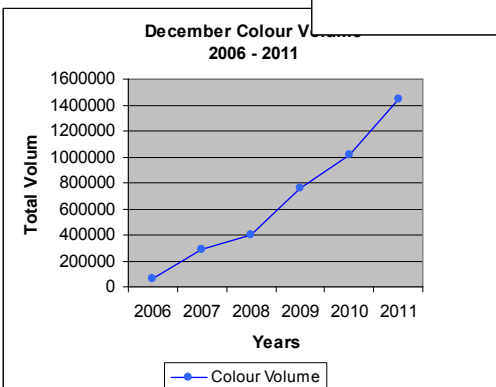
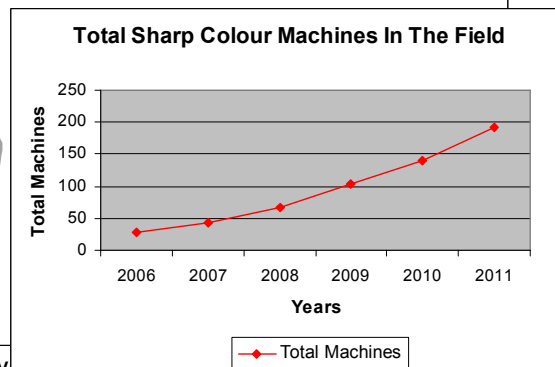
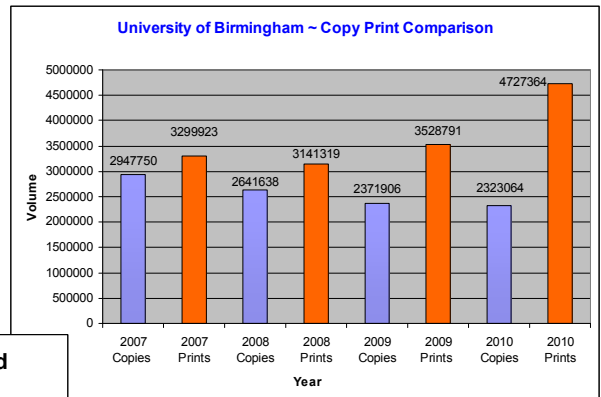
Volumes are on the up!

University printing boom & a splash of colour

The University of Birmingham, a long standing major account customer has seen a significant rise in printing volumes. Print volumes have increased on the more cost effective multifunctional devices due to the removal of their desktop printers while photocopying volumes have remained static.



Colour machine placements in 2010 have increase by 146%.



The rise of Colour !

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'Setting Standards'

