



## The Challenge

Affinity Credit Union is one of the largest credit unions in Canada with **\$4.7 billion** in managed assets, **906 employees**, and **135,879 member owners** as of December 31st, 2015.

Recent and rapid expansion presented a significant challenge for the Affinity IT team. Growing to **66 locations** in **57 communities**, they were tasked with standardizing on a consistent and repeatable roadmap for all IT systems, including print infrastructure.



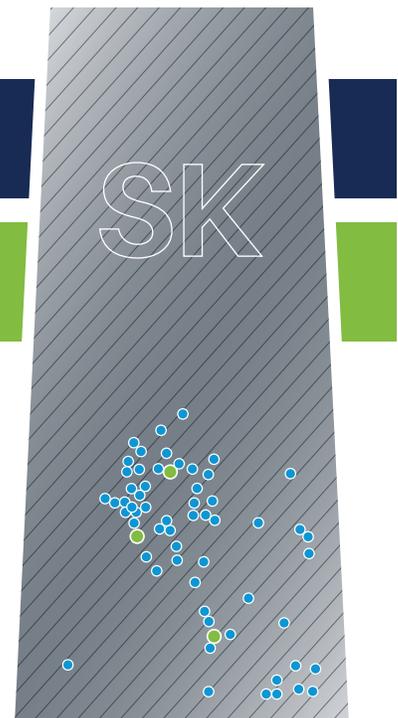
The complexity in print was significant, as mergers and acquisitions introduced a wide range of print device makes, models, and service providers, with no consistent end user experience and very little visibility into the impact that print was having on the organization.

The situation is best summarized by **Curtis Mintkawetz**, Support Services Manager for Affinity Credit Union:

*"Previously, Affinity had considered managed print, but also felt that we had a solid handle on the environment. As we grew, we realized that this is a very expensive and important element of our technology infrastructure investment.*

*We knew in the back of our minds that it was becoming increasingly difficult to know how to set up print, to know with certainty what the best way to print is, and we certainly weren't investing in best in class tools to remotely monitor, support, and manage these devices as our IT environment changes and evolves.*

*This takes print expertise, experience, focus, and bottom line, a lot of work. With the growth of our company and the many important IT initiatives we have on the go, it did not make sense for Affinity to try to do this ourselves."*



# The Opportunity

As a member of the Top 100 North American Print Solution providers, WBM was able to deliver immediate results with the Affinity team.

Having technical certifications across three of the major print hardware manufacturers, WBM was able to seamlessly transition Affinity branches to a single service provider with no disruption to their business.



With support now consolidated and simplified, and service data being collected for continual process improvement, the WBM team began assessing the print environment for optimization opportunities and strategic recommendations. In short, Affinity had visibility, metrics and strategic preparedness in print for the very first time.

*“With WBM we have an incredible success on our hands, and we have all of the tools and processes that the large enterprises around us have. We have consolidated from multiple vendors to a single trusted local partner.*

*This isn't just somebody to look after print support. We have a partner who is focused on this as their business, just as we are focused on our members as our business.*

*The WBM team is fun to work with, they listen to the objectives we set out, and report back on the results we are getting.*

*These include tangible operating cost reductions, having zero cash tied up in toner and consumables, and we have a team of people who have already been recognized as being some of the best professionals in this area on the continent - working for us as our own team.*

*Our organization is leaner, our end users are happier, and our costs are trending down, not up. This is exactly the type of local partnership that Affinity values.”*

## 135,879

MEMBER OWNERS *as of December 31st, 2015*

- |                        |                      |               |
|------------------------|----------------------|---------------|
| Campus                 | Colonsay             | Naicam        |
| Broadway               | Dalmeny              | Nokomis       |
| City Centre            | Davidson             | Norquay       |
| Eighth Street          | Englefeld            | Oxbow         |
| Fairhaven              | Estevan              | Pelly         |
| River Heights          | Estevan <b>BBC</b> * | Prince Albert |
| Saskatoon <b>BBC</b> * | Gronlid              | Redvers       |
| St. Mary's             | Hague                | Rosthern      |
| Stonebridge            | Hudson Bay           | Sedley        |
| Westview               | Kamsack              | Semans        |
| Hill Avenue            | Kenaston             | Shaunavon     |
| Regina <b>BBC</b> *    | Kinistino            | Shellbrook    |
| Rochdale               | Lake Lenore          | Simpson       |
| Scarth Street          | Lampman              | St. Brieux    |
| Aberdeen               | Langham              | St. Louis     |
| Bellevue               | Leask                | Strasbourg    |
| Bienfait               | Lintlaw              | Viscount      |
| Birch Hills            | Marcelin             | Waldheim      |
| Borden                 | Martensville         | Warman        |
| Broadview              | Meacham              | Watrous       |
| Candle Lake            | Melfort              | Watson        |
| Canwood                | Melfort <b>BBC</b> * |               |
| Carlyle                | Milestone            |               |
| Carnduff               | Minton Gladmar       |               |
| Christopher Lake       | Muenster             |               |

Affinity

**BBC** \* Business Banking Centre

# The Results

With standardization on best-fit HP print hardware, remote monitoring tools in place, and the assistance of a results-driven print management team, Affinity continues to make the most of a strategic partnership with WBM. The Affinity print environment is consistent, customized for specific workflows and business objectives, and delivering new efficiencies such as automated toner delivery and meter readings. Perhaps most importantly, a managed print environment at Affinity is empowering everyone there to focus not on print, but on what they do best—creating value for their members and communities.

## GLOBAL PRINT COST REDUCTION

17% Year Over Year



## A STEAMLINED INFRASTRUCTURE

88.8% Reduction in Selected Manufacturers from 9 to 1

Business Partner 



## A MORE EFFICIENT SUPPORT NETWORK

87.5% Reduction in Service Providers from 8 to 1



## BEST IN CLASS SUPPLIES MANAGEMENT

591 Automated toner deliveries to Affinity devices in 2015

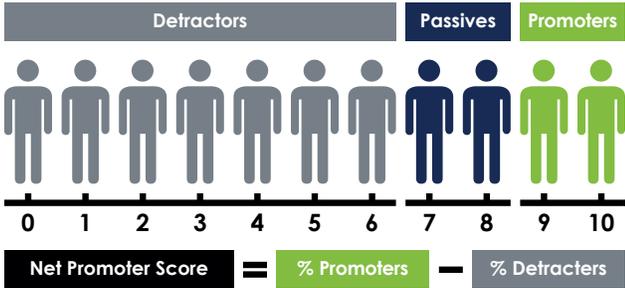


# End User Adoption

*"Responded very quickly and in a very friendly matter. Problem was resolved within 24 hours. Professional."*

*"They respond quickly and don't hesitate to send a tech out to help!"*

*"Very friendly service! They fit us in on the day I made the service request."*



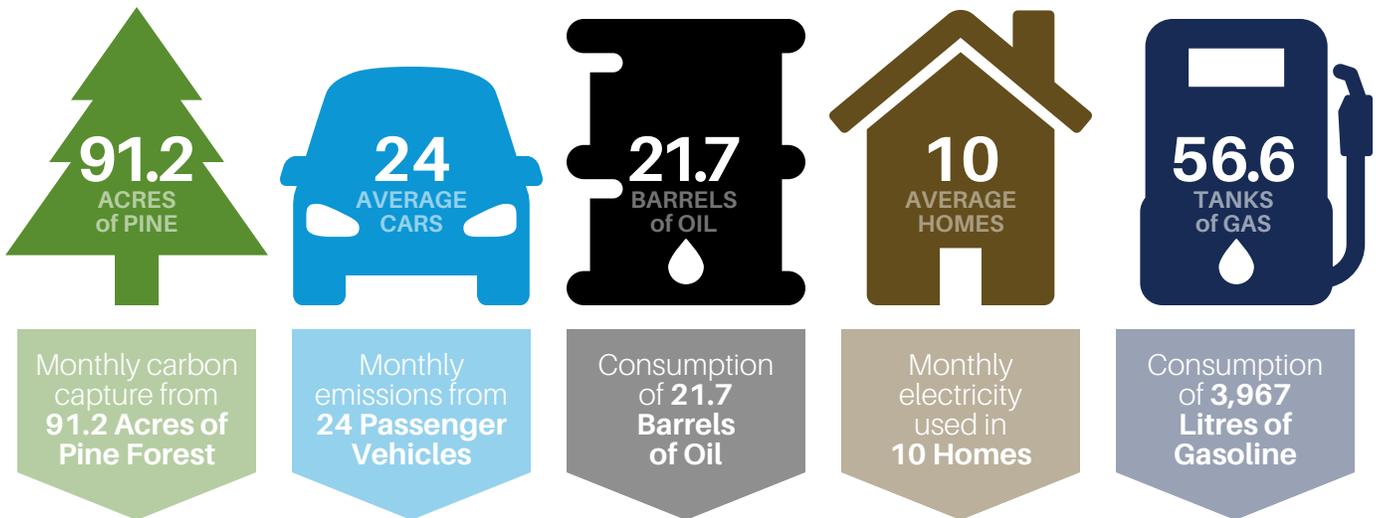
*"They always respond to our calls. The service department is awesome."*

*"Friendly staff, very efficient. Excellent service provider for our printing needs."*



# Sustainability

Optimizing the Affinity Credit Union print infrastructure has reduced waste by **739,179 sheets of paper** year over year or **9,315 kg CO2** - equivalent to the following:



Affinity Credit Union  
Print Infrastructure Optimization  
**SPRING 2016**

Print Solutions by  
WBM Office Systems

