

## CASE STUDY

### MANAGED PRINT CASE STUDY: GREEN BAY PACKERS

## A WINNING PARTNERSHIP FOR OFFICE PRODUCTIVITY

Located in Green Bay, Wisconsin, the Green Bay Packers are a community-owned NFL football team. These 13-time World Champs call Lambeau Field, their home.



“ Teaming up with GFC has been a “win” for the Packers. Our new print fleet is very reliable. Even in a fourth quarter crunch. And we look forward to continuing our partnership with GFC to strengthen our office technology game plan. ”

— **Kenny Ansel** | *Director of IT*



### The Challenge

The Green Bay Packers needed to make sure their front office was as prepared as their players are for game day. Because keeping day-to-day operations running smoothly is a team effort. The Packers were in need of a Managed Print Services partner who could provide timely service and best-in-class customer support. They also needed a play-by-play strategic plan to be able to scale their printer fleet as their organization grows.



### The Solution

The Gordon Flesch Company (GFC) team met with the Packers to discuss their needs. This included a walkthrough of their facilities to better understand their current setup and to discover opportunities that could improve office productivity. GFC created a print fleet playbook that included specialized paper trays for the retail team, customized device interface settings and Fiery® print servers configured and connected to selected devices in the print fleet.

The initial idea of replacing the entire print fleet was a bit overwhelming for the Packers' staff. However, after a team huddle between the Packers and GFC, everyone was on the same page. In addition, GFC was flexible and worked around the Packers' hectic NFL schedule to deliver devices in multiple waves for installation. The Packers' IT staff provided networking information and GFC did the rest, making sure the devices were communicating properly. Afterwards, GFC conducted onsite user training tailored for the different processes of each group of business users.

### The Results

The Packers said their staff was “shockingly excited” about their print fleet refresh and are now enjoying the new capabilities they were shown during the onsite training provided by GFC. They have also reported an increase in office productivity due to a reduction of manual processes streamlined by the print fleet refresh. In addition, the new devices have proven to be more reliable, experience fewer printing errors and need less service. These reasons, as well as speedy response to service requests, have greatly reduced printer downtime. As partners, GFC and the Packers review data regularly and adjust fleet options when necessary to ensure a long-term, winning office productivity strategy.

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