Miami Marlins, L.P.
Providing state-of-the-art document solutions for a state-of-the-art ballpark

ABOUT THE CUSTOMER
Founded in 1991, it took only five years for the Miami Marlins to win their first World Series. It took much longer to reach another important milestone: their own ballpark. For 19 years the Marlins rented space at Sun Life Stadium, home of the Miami Dolphins football team. When they finally got a place of their own, it was a home like no other: Marlins Park, open since 2012, has a retractable roof, maneuverable glass panels offering views of the Miami skyline, and—behind home plate—aquariums.

Like every major league baseball team, the Marlins’ players and coaches are supported by a larger organization consisting of officers, managers and staff. Everyone is in constant contact with each other, as well as with other teams, agents and small offices across the country.

CHALLENGE
For the Miami Marlins, having a ballpark of their own was a dream come true. The players and fans could finally experience home games at a facility designed for baseball, and Marlins staff could finally headquarter all of their major operations under one roof. David Enriquez, Marlins’ senior director of information technology, was ecstatic about the future—but he dreaded the process of getting there.

“We immediately recognized that we would be easily tripling our document workload at the new park,” he says. “We were expanding from basically paying rent and playing ball with only a limited staff to a much larger operation.” To manage this towering workload, Enriquez needed to find a better way to get the work done.

CHALLENGE
- Client transitioning to entirely new workplace
- Massive increase of document workflow
- Outdated and cumbersome information systems
- Very short timeframe

SOLUTION
- Automated accounts payable system
- Centralized fax capabilities
- Right-sized fleet of MFPs
- Managed document services

RESULTS
- Less time, money, and resources devoted to certain tasks
- Easy collaboration
- Cost-effective and efficient print practices

“As you might imagine when an organization moves to a new facility, you encounter a number of things you don’t expect up front . . . Ricoh was right there, supporting us and never saying ‘No, we can’t do that.’”

David Enriquez, Senior Director of Information Technology, Miami Marlins
The Marlins’ accounts payable system was a convoluted, hands-on process coordinating multiple offices and dozens of people (including team scouts) out in the field. Getting approvals required mailing paperwork back and forth, which was a huge drain on time and labor.

The organization also relied heavily on faxing for a number of critical documents, including player contracts, and badly needed a system its staffers could understand and rely on.

Overall, Enriquez had three goals for his team’s transition: make operations as paperless as possible, make information more accessible throughout the organization…and get it all done in three months. “We ended our contract with Dolphins Stadium in 2011, so we absolutely, positively had to open up in 2012 with operations ready to go at the new ballpark.”

The Marlins sent out a Request for Proposal, looking for the right partner to get them safely to home plate. Ricoh beat the competition with a clearly outlined path for delivering cutting-edge solutions at an attractive value. They won the contract in January 2012. Opening Day was March 4.

Game on.

SOLUTION

For accounts payable, Ricoh designed and implemented a simple system in which Marlins staff email invoices to a designated address. The system then automatically sorts the invoices and routes each one to the appropriate office—no fuss, no paper cuts, no long and tedious hours.

To handle the Marlins’ fax needs, Ricoh developed a system based on OpenText RightFax. With it, the Marlins’ 250 users can receive and send faxes via their personal computers, VDI stations, or any one of the 15 Ricoh multifunction products (MFPs) installed throughout the new facility. “Received faxes come to the user in a mailbox, just like email,” Enriques says. “It’s seamless.”

The Marlins had initially planned on a group printing model, using their 15 shared MFPs, but soon they found this wasn’t enough. How would they handle confidential documents? What if an executive wanted quick and personal access to something? For these and other reasons, Enriquez decided they needed individual printers. So Ricoh provided 35 additional devices—and was tasked with the job of monitoring and maintaining them. “We didn’t want our focus to be on managing all those devices and worrying about the toner or paper supply,” explains Enriquez. Ricoh was more than happy to take the reins, and to leverage tools like ROI Print Manager and Ricoh TRAC solutions to monitor print output and keep costs as low as possible.

Finally, Ricoh technicians are on-site and ready for action at every home game. The Marlins have to print a new 70-80 page packet for the media before the first pitch, and Ricoh reps are on hand to make sure every page lands right in the strike zone.

RESULTS

By the time the Marlins took the field on March 4, 2012, Ricoh’s efforts behind the scenes had already scored a victory. All major solutions were installed, and all relevant personnel were trained and comfortable in preparation for the deadline. And life in the Marlins’ offices is better than they ever imagined.
“I can’t tell you what a positive impact the centralized accounts payable processing system and fax solution have had on the information flow across the entire organization,” Enriquez says. “Both solutions are delivering huge efficiencies, reducing the time and costs that used to be required to process paperwork.”

The accounts payable system is especially smooth. “Now, rather than a costly paper-based approach that could take up to two weeks to complete, we have an electronic authorization process that can be completed in no more than forty-eight hours and without any mailing costs,” says Enriquez.

Money: saved. Time: saved. Paper: saved. Stress: skewered. The Marlins are so pleased with the ease and control of their new systems that they’re talking with Ricoh about other ways they can automate manual processes and make information work for them.

With Ricoh managing the Marlins’ individual printer fleet, the organization can optimize its print practices and budget more accurately. But for Enriquez the benefits run even deeper: “Having Ricoh as a partner frees me to focus on our core business.”

Overall, it’s this committed and collaborative approach that he most appreciates about his partnership with Ricoh. “The Ricoh team has been extremely flexible and played a critical role in helping us achieve the goals we set,” Enriquez concludes.

In other words: bottom of the ninth, bases loaded, the Marlins needed a miracle…and Ricoh hit it out of the park.