

# Helping *stadiummk* to reach its printing goals



*“No other device could handle the print volumes needed in the short space of time available.”*

**Steven Ward**  
*stadiummk* IT Manager

## The Background

Win or lose, football is a big game. For the fans, the sponsors and the companies that own the clubs, what happens on the pitch on a matchday is of paramount importance. There's a quote about football being more than life or death.

While you may or may not agree with this, what is clear is that football is a business, and getting the right processes in place is just as important as any other fast-paced commercial organisation.

While the stars and the fans' favourites do their stuff over the course of 90 minutes in the pressurised cauldron of the stadium, there's a team of people behind the scenes in the offices making sure that all goes to plan off the pitch.

## The Situation

*stadiummk* is an example of a modern-day football business. The stadium houses the Doubletree by Hilton hotel, MK Dons Football Club, the ArenaMK and MK Dons Sport and Education Trust. The impressive site, which is located on the edge of Milton Keynes, is an operation that has much to do, day in, day out.

For the football club, the behind-the-scenes work that goes on during a matchday is not always seen, as the focus is on the players and whether they will win on the day.

A key element of the matchday is, of course, the team and allied to that is the vital job of communicating the teamsheet to the local, national and international media as well as the partnerships team, who will distribute it to their guests in all corporate areas.

The football team for the match is announced one hour before kick-off and the number of teamsheets to distribute could be between 1,500 and 3,000 copies. So how do you do it quickly?

Imagine the organised, yet frenetic, build-up to the match. Imagine the activity of the IT systems that need monitoring, the telephone calls, the emails, the in-house teams clamouring for information and much more.

*"It is a mini-print department in itself..... and on a device that occupies a small footprint"*

**Steven Ward**  
stadiummk IT Manager



## The Solution

stadiummk has teamed up with RISO for a number of years. The speed and the reliability are the real features that help the workforce at stadiummk. The business has now moved to utilising the power of a RISO ComColor 7150, one of the flagship cut sheet inkjet printers on the market.

The ComColor 7150 is an ultra-fast print solution that is compact, easy to use, incredibly reliable and is capable of delivering up to 500,000 prints per month.

It's figures like this for people like stadiummk's IT Manager Steven Ward which means the RISO will always be top of the league.

"The RISO is super speedy and it is able to take pre-printed paper for the teamsheets," he said.

"It is a resource that sometimes sits there quietly, perhaps when other printers are used for everyday work, but is brought into action when it is needed to work quickly and efficiently.

"In a way, it is a mini-print department in itself. If people have more than 50 pages or multiple copies to print, they are instructed to use the RISO.

"It's easy to use and we like that we can manage what is printed within a large batch. For example, it might be that we need a total of 3,000 teamsheets, but we need 60 for one group of people and 200 for another group.

"It divides it up for us because otherwise it would be time and resource-consuming for us to sit and physically count sheets."

## The Benefits

While the RISO is used for specific purposes, it is a benefit to the whole business.

The RISO solution can be used throughout the business, too. If the MK Dons Sport and Education Trust, which works with schools, needs thousands of fliers to be printed they can be routed through the RISO.

Steven added: "The teamsheets are a way of communicating with our stakeholders and part of our customer service. The fact we can do them so quickly on the RISO adds to that.

"Another benefit is that we can offer the use of the RISO to our partners in the venue. If the hotel needs 4,000 leaflets, or if ArenaMK needs thousands of sheets for an event, then we can do that.

"And what's great is that it's all on a print device that occupies a small footprint in the offices near to the centre of all that we do.

"We do print posters and other materials on different devices, because we need certain materials to be quite glossy. Without doubt the RISO is the right printer for the teamsheet task as no other device could handle the print volumes needed in the short space of time available. We would certainly recommend the RISO."

It's clear that there is no match for the RISO solutions when it comes to volume printing at speed. It makes common sense to sign up RISO when it comes to making sure you have the right team behind you.



phone 020 8236 5800  
email info@riso.co.uk  
web www.riso.co.uk