

RISO Snapshot of Success

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Frank Vain, Production Support Manager, Philadelphia Stock Exchange



Philadelphia Stock Exchange

In 1790, the Philadelphia Stock Exchange was established as the first stock exchange in the new United States. Over the centuries, an immense quantity of paper has been written on, printed on, read, filed, and distributed in this institution. Today, the "PHLX" trades 2,000 stocks, 2,094 equity options, 20 sector index options, currency options and futures. To support that activity volume, the exchange's data center produced 6.7 million printed pages last year.

What Gets Printed?

Throughout the course of a trading day, timely reporting of trading activity is required for trade clearing and settlement. Performance reports for the exchange's regulatory and surveillance functions also need to be produced quickly and efficiently. Timing is critical in this process so the printing

equipment used for these reports must be fast and reliable: a perfect environment for the RISO HC5000.

Alternatives?

When Frank Vain, the Exchange's Production Support Manager, learned about the HC's capabilities, he immediately investigated the device as a possible replacement for his two bulky continuous-form printers. Together, these robust printers run 270 pages per minute. The old printers were fast and reliable enough, but their large footprint required a great deal of valuable raised floor space and their 220-volt power requirements added incremental electricity costs. Over several months, Mr. Vain researched and evaluated high-speed production printers from several manufacturers and finally decided on the acquisition of three RISO HC5000s.

"What the HC5000 has is the capability of high speed printing of black and white reports, smaller size and weight, I/P connectivity, and low power and cooling requirements. Lastly, color printing is a bonus." Mr. Vain told RISO. "I looked at other printers, but they were larger and heavier and only one had the same speed."

The equipment size and weight are important because the machines would reside in a second-floor room that was constructed and rated for "office use" only. Other heavier printers would need to reside on the raised floor area of the data center, which has a structurally reinforced floor.

The ability to plug the HC5000s into a standard wall outlet was another positive factor in the consideration. Not only would the HC consume much

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less electricity than other heat-intensive devices, it would also not require a 220v line installation in the new printing room. Also, because the HC5000 does not use a heat and laser process, no extra cooling was required for the facility.

Mr. Vain also likes the fact that the HC5000s are I/P-addressable. This means that if the exchange ever needs to relocate its data center or if its needs change over time, the HC5000 could be deployed as group printers in other office areas within the organization. He says the straight-line paper path and overall simplicity makes these printers easier to use than a standard office copier. Changing

an ink cartridge is easy and much cleaner than changing toner, heat rollers, and drums of a standard laser printer.

After the installation, Mr. Vain realized another benefit. While the alternative non-PostScript printers only printed non-scalable (fixed-sized) fonts, the PS7R-9000 has PostScript font scalability. This enables him to reduce the font sizes, which allows him to fit more lines of data on each page another cost saver! In addition, the HC will allow them to explore 2-up and quad printing to realize even more savings.

Monochrome Printing?

The Exchange expects its three

new printers to produce about six million total pages this year. Interestingly, no color is required in any of these applications so they are all printed in black and white. Mr. Vain says that he may use the HC for some color work in the future, but for now, he is simply pleased with how well it handles the data center's main print task: fast, reliable report generation.

The HC5000 in this traditionally black and white environment adds weight to statements made by some in the reprographics industry who have called this device the "amazingly reliable, high-speed, low-cost monochrome printer that (oh-by-the-way) also prints great full-color!"
