

case study



QRX

TECHNOLOGY
GROUP

LoyaltyOne

LOYALTYONE POWERS SECURE, SCALABLE PRINT INFRASTRUCTURE FOR CANADA'S #1 REWARDS PROGRAM

With over 11 million users and partnerships spanning retail, finance, travel, and hospitality, LoyaltyOne — the force behind the AIRMILES® Reward Program — operates at a national scale where every printed piece matters. From secure documents to high-impact marketing collateral, their success depends on a reliable, secure, and scalable print infrastructure.

To keep pace with growing demand and complex program operations, LoyaltyOne turned to a strategic Managed Print Services solution—driving consistency, reducing risk, and ensuring every printed page supports their brand promise.



OBJECTIVES

LoyaltyOne sought to modernize and stabilize its corporate print environment to better support its high-volume, data-sensitive operations. Their goal was to implement a secure, efficient, and scalable print infrastructure that could meet the needs of a large, distributed workforce while ensuring full control over document output. By focusing on centralized management, enhanced user authentication, and detailed usage analytics, LoyaltyOne aimed to reduce IT overhead, minimize print-related disruptions, and align its technology with evolving security and compliance standards.



CHALLENGES & SOLUTIONS

LoyaltyOne experienced frequent print failures, inconsistent security measures, and fragmentation across multiple local printers, resulting in unreliable print services and elevated IT support workload.

We deployed a secure FollowMe pull-print solution with user authentication to protect sensitive documents. Outdated devices were replaced with HP PageWide printers, ensuring high-performance, reliable printing. Integrated real-time analytics enabled cost control, print fleet visibility, & usage tracking. With streamlined firmware updates and proactive onsite support, the client experienced improved uptime and optimized print management.



KEY BENEFITS

- Stabilized print environment with minimal failures and reduced help desk calls.
- Secure, authenticated printing, enhancing data protection and compliance.
- Enhanced fleet visibility with detailed print usage analytics.
- Cost savings from reduced waste, optimized service contracts, and fewer print errors.
- Improved IT efficiency, with fewer interruptions and more proactive maintenance.
- Secured printing and document workflow automation, helping the client meet industry compliance standards while reducing the risk of data breaches through authenticated access and print audit trails.

CLIENT TESTIMONIAL

"QRX helped stabilize our day-to-day print environment and redesigned a secure release process. It's been a game-changer."

— IT Manager, LoyaltyOne (Air Miles)

READY TO OPTIMIZE YOUR MANAGED PRINT SERVICES AND BOOST PRINT SECURITY?



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