

TOSHIBA



Driving efficiency and leading green. How Ralph Honda and Toshiba partnered for progress.

Ralph Honda, located in Rochester, NY, is a premier dealership offering both new and certified pre-owned Honda vehicles.

Renowned for its commitment to environmental stewardship, Ralph Honda has earned the Honda Environmental Leadership Award and is recognized by American Honda Motor Co. Inc. as a leader in reducing the environmental impact of dealerships nationwide. This distinction was achieved by meeting rigorous environmental targets, including reducing total energy use at the dealership by at least 10 percent.

At the heart of Ralph Honda's operations is a mission to build lifelong client relationships through exceptional customer service, delivered by a team of dedicated and knowledgeable employees who consistently demonstrate respect and appreciation for every customer.

Client: Ralph Honda
Country: USA
Industry: Automotive

RALPH
Honda | Done Right

Challenge

Ralph Honda encountered persistent challenges with their previous print vendor, including unreliable toner deliveries, delayed service responses, and a lack of transparency regarding support timelines. The dealership's marketing team also struggled with an oversized production printer that frequently required maintenance, disrupting essential in-house printing operations.



Solution

Toshiba's team offered a comprehensive solution that combined Ralph Honda's legacy print devices and software with upgraded Toshiba hardware and solutions to improve workflow and employee productivity and culture:

Full-service MPaaS Contract: Simplified billing and dependable support ensured a seamless experience.

Real-time Visibility: Toshiba's Encompass View portal provided transparent tracking of toner deliveries and service calls, eliminating uncertainty and improving operational confidence.

Translation Services: Elevate Sky® Translate enabled effective communication by converting documents for Spanish-speaking employees, fostering inclusivity within the team.

Standardized MFPs: Rigorous testing confirmed the e-STUDIO7527C met all marketing needs, reduced service disruptions, and maintained compatibility with legacy software for smooth variable data printing.

Result

By partnering with Toshiba, Ralph Honda eliminated service frustrations and gained real-time visibility into print operations, resulting in reliable toner deliveries and prompt support. The dealership's workflow and employee productivity improved significantly, while simplified billing and translation services enhanced both operational efficiency and team communication. This successful transformation not only resolved legacy issues but also strengthened Ralph Honda's reputation for exceptional customer service.

Beyond operational improvements, Toshiba helped Ralph Honda advance its sustainability mission. Through the EcoSmart Toner Recycling Program, the dealership can recycle 100% of Toshiba imaging consumables with zero waste to landfills, transforming used cartridges into durable products like eLumber for outdoor furniture. Additionally, Toshiba's Encompass Green Report provides measurable insights into energy use, carbon emissions, and paper consumption—empowering Ralph Honda to reduce its environmental footprint while lowering costs.

“Switching to Toshiba was a game-changer for us. We finally have reliable service, real-time visibility into our supplies, and a partner who truly understands our needs. The transition to a rightsized device for our marketing team was seamless, and we’re saving time and money every month. Toshiba is a true partner.”

– Lee Eccleston, Ralph Honda

Learn more about [Toshiba's Managed Print Services](https://business.toshiba.com/managed-print-services).