

# TOSHIBA



## Toshiba powers NYRA with mobility, security and managed print.

Founded in 1955, the New York Racing Association (NYRA) is franchised to run thoroughbred racing at New York's three major tracks—Aqueduct Racetrack, Belmont Park, and Saratoga Race Course—through 2033.

With a lineage of nearly 150 years, NYRA tracks are the cornerstone of New York State's thoroughbred industry, which contributes more than \$2 billion annually to its urban, suburban and rural economy.

NYRA tracks are proud to be accredited members of the National Thoroughbred Racing Association (NTRA) Safety & Integrity Alliance. Leading the industry in safety and welfare initiatives, NYRA tracks have earned “best practice” ratings in virtually every primary area examined by the Alliance since 2009.

**Customer:** New York Racing Association

**Country:** USA

**Industry:** Sports and Entertainment



### Challenge

The New York Racing Association (NYRA) was operating with outdated print equipment and a vendor that lacked proactive service and transparency, which is unreasonable for an organization that manages three major racetracks across New York State. With teams spread across multiple locations and high-volume marketing demands, NYRA needed a modern print environment that could support mobility, reduce IT complexity, and meet compliance requirements—without disrupting day-to-day operations.



### Solution

Toshiba partnered closely with NYRA to modernize its print infrastructure through a collaborative, trust-building approach. The engagement began with on-site trials of Toshiba devices in high-traffic areas, allowing NYRA staff to validate reliability and performance firsthand.

NYRA's procurement and IT leaders then participated in hands-on demonstrations of Toshiba's e-BRIDGE Global Print for secure, driverless printing, secure PIN release, and the Encompass® View portal for real-time fleet visibility. The final solution included 50 Toshiba multifunction printers deployed across the three racetracks, enabling secure, mobile printing and providing a clear roadmap for future enhancements such as badge authentication, Managed Print as a Service (MPaaS) and document management workflows.



### Results

Key outcomes include:

**Secure Mobile Printing:** Driverless, cloud-based printing with secure PIN release enables staff to print from any location across all racetracks.

**Improved Service Transparency:** Real-time fleet visibility through Encompass® View eliminates uncertainty around device performance and service status.

**Rapid Deployment:** Complete fleet refresh across three racetracks finished in under two weeks with no disruption to daily operations.

**Scalable Security Roadmap:** Solution designed to evolve from PIN authentication to badge authentication and document workflow automation.

**Future-Ready Infrastructure:** Modern print environment supports MPaaS and document management expansion as business needs grow.

**“We needed a partner who could deliver secure, flexible solutions across multiple sites—and Toshiba exceeded expectations. From trial to full deployment, the process was seamless.”**

**– Robindra Mohan, Sr. Manager Technical Operations  
for New York Racing Association**