

Anderson University

Managed print solution frees up staff time, reduces costs



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—Cynthia Smith, director of Information Technology Services, Anderson University, Anderson, Ind.

HP customer case

study: Anderson University cuts costs, management burden with print management solution from HP partner Cannon IV

Industry: Higher education

Objective:

Streamline management of printing and copying

Approach:

Anderson University entered into a Total Print Management solution offered by Cannon IV, an HP partner

Improvements:

- Automatic bill back of print costs on HP MFPs with Pharos software
- HP Web Jetadmin for remote monitoring and management of printers/MFPs campus-wide
- Single point of contact for service; highly responsive service partner

Business benefits:

- Lower costs, especially for high-volume and color output
- Single monthly bill and point of contact for service, maintenance and supplies
- Device count reduced by nearly half, freeing up space and reducing maintenance costs
- Reduced energy usage



Anderson University in central Indiana is like a lot of organizations. For years, no one office was in charge of printers and copiers, so many departments went out and purchased or leased their own equipment. Cynthia Smith, director of Information Technology Services at the school, recalls it with a grimace.

“There were eight major leases on campus with different vendors for different kinds of equipment. We were spending dozens of hours every month getting overages straightened out and making sure we knew which machines were on which lease. It was driving us nuts.”

Today, those days are a fading memory, thanks to a new Total Print Management agreement with Cannon IV, a local HP partner. Under the agreement, Anderson University pays a single bill each month based on a negotiated cost per impression. The agreement covers leases on new HP printers and MFP devices, toner and

Customer solution at a glance

Primary applications

Printing/copying

Primary hardware

- HP LaserJet 4345-series MFP
- HP LaserJet M9050 MFP
- HP LaserJet M5035 MFP
- HP Color LaserJet 4730-series MFP
- HP LaserJet P3005 printer
- HP CM8050 Color MFP with Edgeline Technology

Primary software

- Pharos print cost management software
- HP Web Jetadmin

on-site support for the whole campus. The campus has also cut the number of devices in half and reduced energy usage, while improving customer service.

"Our managed print agreement has helped us in many ways," says Smith. "We're spending far less time managing leases, yet campus-wide, printing is better managed than ever. And we finally feel we're efficiently delivering what our users need, rather than what someone wanted to sell us."

Consolidation, standardization realize rewards

Anderson University is a private, Christian university of 2,700 undergraduate and graduate students. Established in 1917 by the Church of God, Anderson University offers more than 60 undergraduate majors and graduate programs in business, education, music, nursing and theology.

Cannon IV, based in Indianapolis, had been one of the university's print vendors for many years, providing maintenance and toner cartridges. The company designs and delivers Total Print Management solutions intended to streamline printing, reduce overhead, enhance document and data security, and improve document quality.

When Cannon IV's representative to the college, John Fazio, learned that Smith was unhappy with the various disjointed leases she had to manage, a move to a managed print solution with a single, predictable monthly cost was proposed.

"I analyzed the numbers and it looked like we would save 40 hours a month of my assistant's time—it's a big job tracking all the different machines on different leases from different vendors," recalls Smith. With some of the existing leases coming to an end, it seemed like the right time for consolidation to a single vendor and a single agreement. It's a strategy Smith relies on across all technologies. "We value

consistency and standardization," she says. "I have a small IT staff, and when we buy a single model or PC or printer for use throughout the university, it's much easier to manage and troubleshoot."

"Some people were very reluctant to give up a desktop printer, but it's not that much trouble to walk a few steps to the office printer, and the new LaserJet MFPs produce better quality at a lower cost than most of our older printers."

Cynthia Smith, director of Information Technology Services, Anderson University

Cannon IV and Smith talked with department representatives across campus about their needs and printing history, then developed a list of devices suited to each department. In many areas, a copier and printer (or multiple printers) were replaced by a single HP Multifunction Printer (MFP). Overall, the device count was cut by nearly half, from 150 devices to just 85 today.

MFPs serve workgroups, deliver new capability

The workhorse at Anderson University is the HP LaserJet 4345-series MFP. "It's a very nicely sized workgroup device with multifunction capabilities, and suits the majority of our offices," Smith notes. At Anderson, it serves workgroups ranging from five to 25 people. "Some people were very reluctant to give up a desktop printer, but it's not that much trouble to walk a few steps to the office printer, and the new LaserJet MFPs produce better quality at a lower cost than most of our older printers."

Other HP MFPs deployed as part of the agreement at Anderson include the LaserJet M9050 MFP for areas requiring inline document finishing, the LaserJet M5035 MFP for users requiring 11 x 17 capabilities, and the HP Color LaserJet 4730-series MFP for areas requiring color.



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In areas where only printing was needed, the college deployed new HP LaserJet P3005 printers, or repositioned a few older LaserJet printers the university already owned. "I keep saying that HP made a mistake by making their printers so durable," Smith says with a smile. "We have some HP laser printers that are pretty old, but they just keep working."

The assessment process was eye-opening, says Smith. "We had many offices that had previously been equipped with 11 x 17 printing capability, but few of them ever actually used it. We found somewhat the same story with color. A previous vendor had convinced us to deploy far more color printing capability than we needed." So in the process of right-sizing print capabilities under the new agreement, Smith approved 11 x 17 and color output capabilities only where a strong case was made for them.

Because the MFPs will also fax, Anderson is eliminating fax machines by attrition. When a fax machine is pulled out of an office, Smith's staff activates the fax feature on the local MFP. Many departments are already using the scan-to-email function instead of faxing. "When you can scan to email, the document is sent to your recipient as an attachment, and a copy goes to your sent items, so you know when it was sent and whether it reached its destination," Smith says. "Scan to email works at least as well as faxing, and often, it's better."

Edgeline Technology brings color back in-house

There are two HP CM8050 Color MFPs with Edgeline Technology on campus: one in the central Printing Services Department, and one in graphic arts. Edgeline Technology delivers both high speed and exceptional color quality at low cost. As a general



guideline, users are advised to handle print jobs of 50 impressions or fewer on their local MFP or printer, and to route larger jobs or those requiring color to the Printing Services Department.

"Paula, the manager of Printing Services, really loves the CM8050 MFP with Edgeline Technology," Smith notes. "She has produced some pieces that are breathtakingly beautiful. She works with the publications group and they design to its capabilities."

Before the CM8050 MFP was installed, Smith says the college was spending some \$40,000 at private print shops for high-volume and color printing. Now about half that work has been brought back in-house, at a dramatically lower cost.

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"Our theater department was spending \$2 each for color posters; now we do those in printing services for under \$1. And the people in music and theater think Paula is a wizard," Smith says.

In graphic arts, the CM8050 Color MFP is prized not only for its color capability, but also for the range of substrates it will print on. "I think they've decided the only thing it can't print on is corrugated cardboard," says Smith. "They use a lot of very interesting, textured art papers."

Printing isn't free

An important part of the Total Print Management solution from Cannon IV is the implementation of the Pharos print cost management software on the HP printers and MFPs to track and bill back output costs. The college had used another cost-tracking solution in the past.

"Previously, all the copiers had a separate box on the side. It was somewhat troublesome, and at times the numbers generated just didn't make sense," recalls Smith. With the HP/Pharos solution, the software is integrated with the MFP. Students can walk up to any MFP, enter their personal PIN number, and the print job will automatically be billed to their account. The MFP display shows them how much money is left in their printing account (which can be refilled at any time), and how much the job will cost.

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Employee users utilize the same system, with pages charged to their departmental accounts. "I want people to recognize that printing is not free," explains Smith. "It's not an exorbitant cost, but someone is paying for each page. One of the ways to make people accountable is to let them see the cost." Monthly reports show printing and copying costs by department and user, so that department chairs can track spending and, where necessary, rein it in.

All the networked HP printers at Anderson University are also monitored using HP Web Jetadmin software. "If we have a problem, we'll use Web Jetadmin as a

first step to look into it," Smith says. Cannon IV can also monitor the printers and MFPs remotely using Web Jetadmin to troubleshoot problems before a technician is dispatched on-site.

In the first year of the managed print program, Anderson paid some fees to terminate leases early. From that point on, Smith says managed print will definitely be saving the university money. It's also saving energy, thanks to the sharp reduction in total number of devices, and deployment of more ENERGY STAR®-qualified HP printers and MFPs with Web Jetadmin, which enables automatically setting printers to sleep mode in off hours.

Preparing for a managed print solution

To her peers interested in finding a better way to manage printing, Smith heartily recommends managed print solutions. To prepare, she says, it pays to track usage and have print volume data in hand for planning and determining the capabilities needed in various locations.

"And perhaps most important, find a good partner to work with. Cannon IV and HP have been excellent," she concludes. After deployment of all the new devices on campus, Cannon IV not only delivered the on-site training that Smith requested, but for the next month, regularly visited the campus to help users learn how to get the most out of the new MFPs. Cannon IV meets with Smith every month to review usage statistics and fine-tune device deployment to ensure all users' needs are met.

"It's clear to me they want us to succeed as much as we want to succeed," Smith says.

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4AA1-0817ENW, November 2009

