



MANAGED PRINT SERVICES CASE STUDY COLLECTION





ABOUT MANAGED PRINT SERVICES

Managed Print Services is a program that puts the responsibility of managing and maintaining an organization's print environment in the hands of a print provider. It involves assessing your print environment, along with your business goals, developing a plan that's custom designed for your organization and implementing it. Post-implementation, your print provider continues to monitor and manage your environment, seeking additional opportunities to lower costs, streamline processes and accomplish whatever goals are important to you and your organization.

To help you see how Managed Print Services could benefit your business or organization, take a look at these four Managed Print Services case studies. They include a school district, a law office, a healthcare system and a retail business. Each one had specific needs and goals which were addressed by partnering with Marco for a Managed Print Services program.

DES MOINES PUBLIC SCHOOLS

ABOUT THE SCHOOL DISTRICT

For over 100 years, Des Moines Public Schools have been educating the students of Iowa's capital city. Today, the district is the largest provider of public education in Iowa, with more than 30,000 students and nearly 5,000 teachers and staff at work in more than 60 schools throughout the community.

THEIR PROBLEM

The Des Moines Public School District had over 1,200 aging printers scattered throughout the district. The district wanted to get a better handle on what equipment needed to be updated and if more cost-effective printing processes were available.

“ It was not uncommon for us to have a printer on every other desk and in every classroom. There were printers everywhere and people were buying toner—we were spending a lot of money.

-DAN WARREN
Director of IT





HOW MARCO HELPED

Marco was initially brought on board to update the district's central print shop. Once the print shop was updated, the district sent out an RFP for managed print. Dan Warren, Director of IT says Marco won the bid in large part due to their service standards: "It was clear that Marco was serious about offering great service. They really take service to heart."

To give the district a clearer picture of what it was spending, Marco completed an assessment of all 70+ buildings in the district. The assessment enabled the district to cut its printer fleet by 75 percent.

Marco tracked print usage with software. "Those software reports really started the conversation about how much money we were spending annually and what we could do more efficiently. It put things in perspective. You realize you could take some of that money and put it toward more teachers in the classroom," said Warren.

Getting the school staff on board with the printing changes was Warren's biggest challenge: "It was a huge culture change, but Marco's experience really helped. They provided the training, fielded questions and walked the staff through the long range of why the new process was better. It took a lot of conversations to make it happen, and Marco was there at every step." With the new process in place, the district saves 12-16 percent a month on printing costs. Besides being cost effective, Warren says Managed Print has freed up his staff to spend time on more important initiatives. And the service continues to live up to its word.

Downtime and lost productivity are no longer concerns with their Managed Print Services

12-16%

Is how much the district saves a month on printing costs with the new process in place.

“Marco goes above and beyond to help us. Basically, if anything goes wrong with the printers, we call Marco. The service is also more streamlined. We even have auto-replenishment on the toner. With the service and the maintenance, Marco is there before our office managers even know something is wrong. It really has saved us time,” he explained. More than anything, Warren says he feels he has a true partner.

“ I don’t look at Marco as a vendor. It’s not them versus us or us versus them. We are in this together. They’ve been there and they’ve been by our side the whole way.

-DAN WARREN

Director of IT



DORSEY & WHITNEY LLP

ABOUT THE COMPANY

Dorsey & Whitney LLP is an international law firm that's ranked in the top 100 by American Lawyer with offices in the United States, Canada, the United Kingdom and Asia.

THEIR PROBLEM

With offices in four countries, maintaining a fleet of printers was a challenge. Because each office managed its own equipment, there was a lack of consolidated reporting metrics on how much the firm was spending on printing. Managing toner inventory and updating devices was difficult. What's more, the age and models of the firm's devices varied from location to location, causing headaches for Dorsey & Whitney's IT team.

HOW MARCO HELPED

When Rich Blasing joined Dorsey & Whitney as the Director of Core Technology Services, one of his initiatives was looking for a way to manage printing on a global scale. After meeting with a Marco technology advisor and developing a financial and structural plan, it took just three short months to fully implement Managed Print Services.

Years later, Blasing says the financial and operational impact of Marco's Managed Print Services has been significant:

"We have a service that's timely, effective and efficient. I tell people that with our Marco relationship, it's almost as if the printers don't even exist because there aren't any issues. I don't get calls anymore about the state of our printers. It just does not happen."

By standardizing the print models in all of its locations, the firm created consistency in its print drivers. The firm also incorporated mobile printing into its plan, giving guests the ability to print from their mobile devices, without compromising the firm's firewall.

"It's provided us with a predictable expense. We can look at a line item every month and say 'this is what it costs us to print.' It's no longer a mystery. We have a real sense of how we use it and what volumes we use it at."

"The toner services alone have taken an issue that was problematic and ate up a lot of internal IT time and outsourced it appropriately to a qualified vendor. It saves us a lot of energy, headaches and follow-up with users. That allowed me to allocate my IT resources to more valuable efforts within our firm," he said.

As far as delivering service on an international scale, Blasing said Marco's Managed Print Services have delivered what they promised, even in areas as remote as Anchorage and as far away as London. "They've been a great partner," he said. "They set up expectations and they make themselves accountable to deliver on their commitments. ***And their excellent service level is some of the best I've ever seen in terms of managed services providers. Period.***"



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-RICH BLASING

Director of Core Technology Services

CENTRACARE HEALTH SYSTEM

ABOUT THE COMPANY

CentraCare Health System is a not-for-profit healthcare system comprised of three hospitals, four long-term care facilities, nearly a dozen clinics and numerous specialty care services. They provide comprehensive, high-quality care to people throughout Central Minnesota.

THEIR PROBLEM

As the organization continues to grow, so does their need to print and distribute documents to support that growth. CentraCare Health (CCH) partnered with Marco to implement a managed print services program to help them become more efficient and reduce their print costs.

HOW MARCO HELPED

Kris Peterson, Director of Supply Chain and Support Services, saw Marco's proposal as superior to the others she received. Plus, Marco was already a long-standing, trusted partner to CCH. So, Marco joined with them to assess their print environment and start making recommendations.

"The prices, the needs assessment process and the ongoing, multi-phased plan really made sense to us. It was a good fit for our organization."

In that first year, Marco was able to reduce their fleet by 89 devices and reduce their overall costs associated with printing.

"WE ARE CONTINUING TO SAVE IN THE NEIGHBORHOOD OF \$350,000-400,000 A YEAR WITH MARCO'S MANAGED PRINT SERVICES."

Being in the healthcare industry, CCH also has a need for confidentiality. Marco implemented PaperCut, a software solution that helps reduce print costs by requiring employees to scan their ID card in order to release a print job. This way, confidential documents won't be accessible to anyone except for the individual who prints it. By implementing PaperCut, CCH saved \$65,000 in a single year on print jobs that were sent to the printers but never retrieved.

When asked about her experience with Marco, Kris Peterson had this to say, "I work with a lot of vendors, so I have an opportunity to experience service levels of varying natures, and I can tell you, Marco is head and shoulders above most, if not all."

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-KRIS PETERSON

Director of Supply Chain and Support Services

NORTH AMERICAN TRUCK & TRAILER

ABOUT THE COMPANY

North American Truck & Trailer has 14 stores in four states. Their mission is to provide their customers with impeccable parts, sales and service. The company's commitment to quality, personal service and value has earned them a reputation as a leader in the truck industry.

THEIR PROBLEM

When Jake Hofer became the IT Director at North American Truck & Trailer (NATT), he knew the company needed to make some changes, especially in the area of printing. Their print environment needed structure. They had multiple vendors and multiple printing pools that ended up costing NATT much more than needed.

HOW MARCO HELPED

Of those multiple vendors NATT was working with, one of them was Marco. Hofer's Marco Sales Manager suggested a meeting to discuss a more efficient approach to NATT's print environment. At the meeting, Hofer outlined his primary goal: to do more with less time and resources.

“WITH MARCO, I HAVE A REAL STRATEGIC PARTNER TO ACCOMPLISH OUR GOALS WITHIN THE FOUNDATION OF MARCO’S FOOTPRINT.”

By implementing Marco's Managed Print Services in all of its stores, Hofer has experienced a number of benefits. The first was a significant cost savings by having just one printing contract: “Before, we had two separate printing pools. We were paying for overage charges for pages that were used on one printer and, right next to it, we'd have a device on a separate pool where we were throwing away pages on a monthly basis. Now we have one larger, consolidated pool.”

Besides saving money, Managed Print Services gave Hofer and his staff more time by eliminating multiple invoices, and it gave them a unified service structure. Before implementing Marco's Managed Print Services, service visits were not consistent.

“With Marco, we have a unified number to call with a serial number that's right on our asset identification, and we're going to get the same service regardless of location - the same work flow, the same resolution, the same ETA. And I know that when my toner gets low, Marco automatically ships a new toner cartridge directly to the location that needs it.”

If Hofer had to sum up his experience with Marco with one word, it would be “stellar.” He explains, “I know I'm taken care of at all my stores with the same service level expectations. Marco's sales, service and management teams all care about customer service and doing what is right by the customer.”



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-JAKE HOFER
IT Director

**WANT TO LEARN MORE ABOUT
MANAGED PRINT SOLUTIONS?**

**CONTACT A PRINTER
COPIER SPECIALIST**



ABOUT MARCO

Marco is one of the largest technology providers in the country with over 32,000 clients throughout the Midwest and nationwide. We specialize in business IT services, copier/printer solutions and managed and cloud services. Our technology experts break down complex solutions into simple terms to position your business for success.

Our mission is to help our customers effectively apply technology that contributes to their success. We get to know each customer's business goals before recommending and implementing any of our technology solutions. We'll help you make the right decisions today, for your continued success tomorrow.



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