

# School District Replaces Aging Fleet with New, Cost-Efficient OKI Printers



## BUSINESS SEGMENT K-12 Education

## PRODUCT Color and Mono Printers, MFPs

### CHALLENGE

- Reduce costs and inefficiencies associated with aging equipment and assorted print technologies and suppliers
- Centralize printer management and reduce high consumables costs
- Incorporate color capabilities with color controls to manage costs
- Work within a complex approval environment to satisfy a wide range of stakeholders

### SOLUTION

- Established OKI as the sole print technology supplier to lower total cost of ownership for the district
- Monitor and manage costs with PrintSuperVision device management software
- Provide exceptional, personalized service and support

## CUSTOMER PROFILE

The Donna Independent School District (ISD) serves approximately 14,000 students through its 21 schools in South Texas. The school district was primarily standardized on a major manufacturer's products, yet utilized an assortment of printers supplied by various vendors for its district-wide printing needs. In addition, the district used another vendor for all of its other technology needs, including PCs and servers. The district's printer fleet included color, monochrome and inkjet printers, as well as a few multifunction products (MFPs).

## THE CHALLENGE

The district's assorted fleet of products and suppliers resulted in a lack of centralized administration of its networked print devices, causing Donna ISD to incur exorbitant printing and supplies costs and creating procurement inefficiencies. Donna ISD had recently hired a new Director of Technology to oversee a district-wide refresh of its entire technology infrastructure. But, the refresh would have to be a very collaborative effort of the entire District Technology Team to ensure the new infrastructure would meet the needs of all stakeholders, and thereby maximize the technology investment.

## THE SOLUTION

Donna ISD received a proposal from OKI that outlined the long-term value of switching to OKI products. The analysis revealed that Donna ISD could realize a significant cost savings—more than a million dollars over a five-year term—by upgrading the existing printer fleet to OKI equipment. With the goal of better engaging students in learning

through the integration of color, Donna ISD decided to initially deploy digital color printers in each of its school libraries based on OKI's total cost of ownership advantage. Also, the high print volume in each library could easily be monitored to seamlessly manage printing expenses.

Donna ISD was immediately satisfied with the performance of the first group of digital color printers, as well as the increased level of customer support from OKI. As a result, the district chose to move forward with standardizing its entire printer fleet with OKI products. To verify the decision, the Donna ISD Technology team also performed a comprehensive analysis of competitive print vendors, which indeed proved that OKI delivered the best overall value, based on:

- Total cost of ownership
- Proven product reliability and predictable performance
- Exceptional North America-based customer service
- Increased media handling capabilities and stock flexibility to allow for production of educational materials that enhance student learning

Donna ISD has deployed more than 1,400 OKI printers district-wide, virtually displacing the fleet of dated printers that had been consuming the district's budget with its high supplies cost. The overall refresh included placing an OKI digital color printer in every school library; a compact digital monochrome printer in each classroom, as well as units in computer labs and administrative areas for higher print volume; color MFPs for administrative faxing, copying and printing; and a digital color printer in the district's print shop for specialty print jobs.

Donna ISD's versatile new printers are designed to handle an expanded range of stock and media, which allows students and teachers to print a wide variety of education-enhancing projects like banners, signs and more. OKI provided demonstrations and training to the district's staff to help ensure they could utilize the technology to the students' full benefit.

Donna ISD is able to effectively manage the new printer fleet by using the PrintSuperVision device management software from OKI. PrintSuperVision automatically scans the network on a regular basis to enable the district to easily monitor all networked printers and print activity, which helps them achieve greater control over district-wide printing usage and costs and ensure an efficiently run print operation. Further, OKI enlisted RM Educational Software to provide print management software to enable Donna ISD to monitor and control the costs associated with high-volume printing in the computer labs and libraries.

## THE OKI PARTNERSHIP

Donna ISD made the decision to standardize its printer fleet on OKI based on a proven total cost of ownership advantage, product reliability, extraordinary print quality, enhanced media versatility and North America-based toll-free customer service and support. As the new fleet is deployed, OKI will deliver ongoing service, support and training to ensure the products are easy-to-operate and the media benefits are being leveraged to enhance students' learning.



1-800-OKI-DATA | [www.oki.com/us](http://www.oki.com/us)

# OKI®