

Education Case Study

Donna Independent School District



CUSTOMER	Donna Independent School District
EDUCATION SEGMENT	K-12 Education
PRODUCT	Color and Mono Printers, MFPs
CHALLENGE	Assorted fleet of print technologies and vendors Lack of centralized printer management and high consumables costs Collaborative decision-making requiring district-wide support
SOLUTION	Total cost of ownership advantage with single-source supplier PrintSuperVision device management software to monitor and manage costs Flexible partner with unparalleled personalized service and support



OKI Digital Color and Mono Printers and MFPs

Case Study

CUSTOMER BACKGROUND

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

THE CHALLENGE

The district's assorted fleet of products and suppliers was resulting in a lack of centralized administration of its networked print devices, causing Donna ISD to incur unnecessary printing and supplies costs and creating procurement inefficiencies. Donna ISD had recently brought in a new Director of Technology to oversee a district-wide refresh of its entire technology infrastructure. As with all major administrative decisions, the refresh would be a collaborative effort of the District Technology Team to ensure the new infrastructure would meet the needs of all stakeholders and thereby maximize the technology investment.

THE DONNA INDEPENDENT SCHOOL DISTRICT SOLUTION

Donna ISD received a proposal from OKI that showed the cost benefits of switching to OKI products. The TCO analysis showed the potential for Donna ISD to save more than a million dollars over a five-year time span by upgrading the old fleet to OKI. Based on the total cost of ownership advantage, Donna ISD decided to initially deploy digital color printers in each of its school libraries, with the goal to better engage students in learning through the use of color. The high print volume in each library would be easily monitored to manage printing costs.

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

- Total cost of ownership advantage
- Proven product reliability
- Unparalleled level of customer service and support not available with competitive vendors
- Increased media capabilities, including the special color communications pack providing educational banners and templates to enhance students' learning

To date, Donna ISD has deployed more than 1,400 printers from OKI, virtually displacing the fleet of dated printers that had been consuming the district's budget with its high supplies cost. The overall refresh has included an OKI digital color printer in every school library and in every grade level; a compact digital monochrome printer in every 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 is taking full advantage of its expanded printing capabilities by making OKI customized K-12 banner templates available for instructors to download from its portal. OKI demonstrated the banner templates and banner printing to the district principals to help them understand the new capabilities, as well as provided training for librarians to ensure they 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, helping them achieve greater control over district-wide printing usage and costs and ensure an efficiently run print operation. Further, OKI brought in 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.

CONCLUSION

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, increased media benefits and an unparalleled offering of customer service and support. As the new fleet is deployed, OKI delivers ongoing service, support and training to ensure the products are easy to operate and the media benefits are being maximized for students' learning.

CUSTOMER

Donna Independent School District

EDUCATION SEGMENT

K-12 Education

"We streamlined our printers with OKI because the overall pricing and quality of print is extraordinary. This was a collaborative decision made by our technology team—and now the new printing solution is addressing everyone's needs, from administrators to instructors to the students."

-Marie Evans, current Donna ISD Administrator and former Director of Technology

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