

School District Reduces Its Multi-Location Printing Costs



BUSINESS SEGMENT
K-12 Education

PRODUCT
Color and Mono Printers, MFPs

CHALLENGE

- Reduce and control operational cost of a printer fleet supporting 11 facilities in different locations
- Streamline brands and technologies
- Incorporate color capabilities with color controls to manage costs
- Increase media flexibility to enhance students' creativity

SOLUTION

- Introduced a full-line product portfolio with a single-source supplier
- Realized a 30% cost savings over two years and implemented color print controls to manage ongoing costs
- Provided service & support to integrate new media versatility & maximize students' learning with HD Color banner printing

CUSTOMER PROFILE

Long Island's Patchogue-Medford School District operates seven elementary schools, three middle schools and one high school. When the district hired a new IT director, one of their first tasks was to reduce the costs of the district's printing operation. OKI, along with a handful of established print vendors, was invited to compete for the opportunity.

THE CHALLENGE

Patchogue-Medford School District was using a variety of printer brands and technologies, with each department being responsible for its own equipment purchases. Lack of standardization across the district made it difficult to cost-effectively manage its printer fleet, resulting in unnecessary consumables spending. The district's IT director established the following goals: reduce consumables costs; incorporate color capabilities with color controls to manage costs; and increase media flexibility to enhance students' creativity. Controlling costs was the top priority, in addition to reducing the downtime incurred with obsolete products since the district had trouble keeping inventory on consumables because the fleet was so varied.

THE SOLUTION

OKI set itself apart from the competition by offering a cost-effective printing solution that would:

- Provide a robust portfolio of products that allowed the customer to standardize its entire print technology fleet

- Reduce consumable costs with an upgrade from inkjet to less expensive laser/LED technology
- Offer color management solutions to manage the increased color printing capabilities
- Deliver enhanced media flexibility with High Definition Color banner printing to better engage students in learning

OKI placed demo units of single function monochrome and color printers in the district’s schools for testing before purchase. The school district then purchased monochrome printers for use in individual classrooms, and color printers were strategically placed throughout school buildings to fulfill teachers’ and administrators’ needs to have shared network printers within close proximity.

The district also expressed interest in migrating to multifunction printer (MFP) technology and was able to implement a color MFP that used the same toners and drums as their single function color printers, which greatly simplified consumables ordering. In addition, the district implemented a dozen color MFPs throughout its 11 school locations, which replaced existing single-function devices such as monochrome laser printers, color inkjet printers and fax machines. OKI implemented Color Access Policy Manager and Color By Password controls, which allowed the customer to effectively manage the costs associated with the increased printing capabilities.

Patchogue-Medford School District was impressed with the customized solution that OKI conceptualized and delivered. The dedicated sales team consistently and proactively identified technology changes and offered ongoing training for new technologies that were implemented in the district. OKI provided both local training on new products and remote webinar training on new technologies such as scanning capabilities. The district also took advantage of the Overnight Exchange warranty program which extends the care and coverage of eligible equipment for two years.

THE OKI PARTNERSHIP

Patchogue-Medford School District sought a true business and print partner that would help the district minimize printing costs while maximizing the value of students’ education. OKI demonstrated a unique understanding of the customer’s business and operational requirements, and delivered a personalized printing solution that met those needs, including:

- Offering personalized support and attention
- Providing several products for testing prior to purchase
- Delivering enhanced media versatility to improve the quality of students’ learning
- Ensuring reliability and consistency of products and consumables
- Reducing the overall cost of the district’s print operation

Patchogue-Medford School District saved 30% on printed document costs in the first two years after beginning their partnership with OKI. The district conducted a Managed Services PowerScan assessment to optimize their print and document workflow, realizing incremental savings.



1-800-OKI-DATA | www.oki.com/us

OKI®