

NY School District Adds Color Printing Capabilities to Enhance Learning



BUSINESS SEGMENT K-12 Education

PRODUCT Color and Mono Printers, MFPs

CHALLENGE

- Reduce high annual operating costs of the district's non-networked printer fleet
- Maximize color printing capabilities to stimulate students' learning and enhance academic performance

SOLUTION

- Implemented a three-phase document management strategy that standardized the printer fleet, maximized the deployment of assets and implemented a system to assess the district's ongoing technology needs
- Lowered total cost of ownership by replacing outdated inkjets with cost-effective OKI color and mono workgroup printers

CUSTOMER PROFILE

Long Island's Westbury School District serves approximately 4,000 students from pre-K to high school. Its students use computer-assisted programs to help maintain their high performance standards. The district had evidence that the use of color piqued students' interest in learning and helped them better comprehend information, leading to increased testing performance.

THE CHALLENGE

Westbury School District was utilizing an assortment of costly non-networked printers from a major competitor that included color inkjet, color page printers and desktop mono laser printers. The district was spending \$479,600 annually on printed document output, with high cost-per-page and consumables costs that were expending a significant portion of the district's technology budget. Further, the district was not taking full advantage of the benefits of color printing to stimulate students' learning.

THE SOLUTION

OKI conducted a Managed Print Services assessment of the district's printing infrastructure, with the goal of creating a long-term print document strategy that reduced costs while maintaining functionality and productivity while enhancing educational value.

The assessment uncovered a multitude of current cost factors that contributed to budget overruns including: excessive use of expensive inkjet printers; using color output for black and white printing needs; and disproportionate volume placement with limited use of low-cost, shared workgroup printers.

Based on the findings, OKI proposed a three-phase approach to print document management, a strategy that would provide a return on investment of 42% annual savings from Westbury School District's current costs, as well as improve efficiency by 55%. Phase 1 called for the development of a standardized, centralized and consolidated fleet which offered significant cost reductions and improved overall performance. Phase 2 required implementation of the standards with a focus on technology redeployment and replacement of assets. Phase 3 ensured continuous improvement and cost reductions via a Lifecycle Management System that would include annual reassessments, employee development and technology refreshes.

Specific cost-reducing recommendations included replacing inkjets with color and mono workgroup printers to lower the total cost of ownership. OKI also proposed controlling color output volume by defaulting color printers to print black and white.

The plan recommended adding network capabilities to the copier fleet and redeploying underutilized assets more effectively by increasing usage to the lower-cost shared workgroup printers. Mono printers were placed in classrooms that required heavy printing volumes, while making color accessible in shared computer labs and in individual classrooms.

THE OKI PARTNERSHIP

Westbury School district standardized its printing technology through the deployment of networked OKI digital printers. The Managed Print Services assessment and subsequent recommendations achieved the primary goal of providing an enhanced educational experience for students through the incorporation of color in the classroom. OKI was able to maximize the School District's technology budget by eliminating costly inkjet printers and redistributing cost-effective solutions consistently across the campus.

OKI offered the long-term print management strategy for a one-time hardware investment of \$53,000. As a result, Westbury School District expected to save \$201,434 annually on its printed document costs, equaling more than \$1 million in savings over five years.

As part of the Lifecycle Management System, OKI conducted a reassessment two years following the original evaluation, and found that the district had significantly exceeded the projected 42% annual savings and reduced its original printing network over 50%, without sacrificing quality and productivity. The district is currently saving more than \$300,000 per year on printed document costs, achieving 64% annual savings as a result of Managed Print Services from OKI—\$500,000 more in savings over 5 years than originally projected.

The **B432dn**, **C612dn** & **MB472w** are a few of the many durable printers offered by OKI that feature capabilities tailored to the education sector.



B432dn



C612dn



MB472w



Students are most creative when they are engaged and unrestricted. OKI helps facilitate this level of learning with print technology solutions that enable students to thrive in the classroom environment. By standardizing the school district with OKI printing solutions, we continue to experience a better ROI than offered by the competition.”

**Director of Technology
Westbury Public Schools**



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