



CASE STUDY EXAMPLE

Nate Smith is I.T. director for the law firm of Krause, Kroon, and Gebhardt. This year the company's CEO has tasked Nate with cutting the organization's costs. Nate has targeted the printing and copying expenses as an area where costs could be reduced. Currently there are six large stand-alone copiers and 30 HP laser printers within the office to be reviewed.

It has been suggested by his copier company that the six stand-alone copiers would print and copy more efficiently than the desktop laser printers. It has also been suggested that Nate consider leasing more of the copiers and remove the HP laser devices that the law firm owns.

Nate already knows that the desktop HP laser printers are more efficient as they are located near or directly on employee desks and 95% of jobs in his office are printed and not copied. But do they actually cost more to operate? He decides to do an evaluation shown below to determine the facts.

Are HP laser printer and MFP devices really more expensive than a typical leased copier?

Consider the following comparison based on 10,000 pages per month:



	HP laser printer example	Copier example
Device cost:	\$0 per month (devices owned by law firm)	\$300 per month lease
Cost to print/copy 10,000 pages	\$130 (based on 1.3 cents NW Print Strategies average per page charge for HP laser printers)	\$70 (based on 7/10 of penny charge per page for copier device estimate)
Total cost per month	\$130	\$370
Total cost annually	\$1560	\$4440

Conclusion:

From the evaluation Nate clearly determines that the HP laser printers are significantly cheaper than the copier devices to operate. He was truly misguided by the individual who told him it was just the opposite.

In addition to the HP laser and multi-function devices being small enough to locate efficiently throughout the offices, the cost to acquire them was outrageously lower than the big copiers. Sharing this information with his CEO it was quickly determined that not only would the organization maintain the current owned fleet of 30 HP laser printers, but in addition, the strategy would be to eventually remove the copiers and replace them with more HP laser and multifunction devices.

All of the devices would then be placed under a NW Print Strategies "EQUAL PAY" Managed Print services program. This program would contain all costs of repair, supplies, and otherwise with one vendor at one "EQUAL" charge every month. This was also very popular with the company's CEO as it was always difficult to budget for the overall printing and copying expenses in the past with so many variables and vendors.