XEROX AND EQUITRAC HELP SCHOOL DISTRICT CUT PRINT COSTS AND DEPLOY COLOR

Organization: East Irondequoit Central School District, Rochester, New York

Challenge: To cut document output costs by improving tracking and modifying user behavior to reduce wasteful printing, as well as reduce printer life cycle replacement costs and properly allocate copy and print expenses.

Solution: Equitrac's K-12 Print Tracking and Cost Recovery Solution providing a single management view for a diverse fleet of Xerox and HP printers.

Result: The fundamental change in the way Irondequoit handles print and copy operations has decreased per-page document costs as well as overall costs, and reduced help-desk calls. It also created real time awareness of where costs were being incurred and heightened satisfaction among administrators and IT staff.

Client Comment: *Equitrac helps IT monitor physical devices, keep them running, and cut down on help-desk calls. Better reporting of information in real-time helps us track and manage print activity, which will ultimately help us modify print and copy behavior. The better tools you can give your managers, the better the results you're going to get.*

Joe Sutorius, Director of IT

With six elementary, middle and high schools serving 3,500 students, administrators at the East Irondequoit Central School District relied on IT to help contain spiraling print costs. In turn, IT needed a managed solution to assist with a very daunting task.

IT managers were challenged overseeing almost 120 various printers and walkup copiers. Help-desk print and copier related calls and printer supply costs had escalated to their highest level. Each month, IT staff had to visit every device to manually capture copier clicks. Teachers were frustrated with the inconvenience of printing to devices that required a removable counter. Administrators and principals complained printing and associated costs were too high – and IT didn't have the data to support changes to the system.

The solution was Equitrac's K-12 Print Tracking and Cost Recovery Solution. Introduced as the unifying management tool for a fleet of new printers and copiers, the Equitrac solution fundamentally changed the way the district and its professionals operated.

For IT, Equitrac's server-based solution simplified oversight of print functions. With the correct driver pushed to workstations across the district, driver installation was streamlined and help-desk calls were reduced. Users also could print to the most convenient device. Equitrac's software also allowed IT to create a web interface to provide administrators with real-time access to print volume data district wide. Stored in SQL tables, the data can be imported into the district's own web tool. Administrators now can create numerous standard and customizable reports, and can follow faculty print production, determining, for example, whether users are printing to the most cost-efficient device. Lab monitors can watch student production, policing excessive or inappropriate printing.

The two-pronged approach using high-speed copier-printers and high-volume LaserJet printers has reduced lifecycle cost replacement. Equitrac allows administrators to track actual costs by device, and as a result, print and copy costs have decreased. With low-cost MFDs running around one third the per-page cost of desktop devices, least-cost routing helps users choose the less-expensive alternative. This has resulted in lower costs, which in turn have freed up funds to enable the school to exploit other functionality, including color.

While faculty at first lamented the loss of desktop convenience printers, the simplicity turned nay sayers into enthusiasts. Now, users can convert documents to digital format and are growing comfortable with electronic documents. This simplifies use, while allowing IT to easily track copies and prints. Said Michael Rich, Equitrac CEO, "Equitrac tells administrators who's printing what, where and when on every networked device, helping IT and administrators keep print costs in check."

In the end, costs were cut, and what had been an unmanageable challenge became a well-managed solution. Even teachers and administrators challenged by technology were comfortable with the new solution, resulting in improved user satisfaction and behavior, and a more manageable print environment.

"If you don't manage copying, it will get out of control," says Joe Sutorius, the district's Director of IT. "Now we have the tool to substantiate print costs in as close to real time as possible. We've asked our managers to make data driven decisions, and Equitrac has proved to be an effective tool in this regard. If you look at this initiative from a data perspective, it's immeasurable in how it's helping change behavior."