

CASE STUDY: CITY OF ARLINGTON, TX

Samsung Multifunction Printer Fleet Supports City Initiatives to Achieve Operational and Cost Efficiencies



OVERVIEW

Customer Need

The City of Arlington, TX has over 3,000 employees across 16 departments working to provide and manage city services for its approximately 365,000 residents. Faced with an unwieldy and aging fleet of over 900 printers and copiers, multiple vendors and rising costs, the city required a managed print services program that would deliver a modern, multifunction printer fleet together with standardization, expanded capabilities and cost-efficiencies.

Samsung Solution

As part of a consolidated managed print solution, Samsung provided a lineup of multifunction printers that uniquely met the city's requirements, including: high-performance printing, scanning and copying; document tracking; high-speed network support; and cost efficiency. The city's new fleet included full-size models from Samsung's MultiXpress line of printers featuring Samsung's XOA (eXtensible Open Architecture) platform, which enables integration with applications for document management, secure printing and cost-tracking.

Results

The City of Arlington's managed print program featuring Samsung multifunction devices has resulted in significant cost savings, greater ability to monitor and optimize printer usage citywide, as well as high satisfaction ratings among employees. Key performance metrics achieved by the new printer program include reducing the overall size of the city's printer and copier fleet by 56 percent, cutting the number of pages printed each month by 21 percent, and increasing the use of black and white toner to 85 percent of all printed pages.



THE CUSTOMER

City of Arlington, TX

The City of Arlington, TX, serves the approximately 365,000 residents of a bustling city that spans 99.5 square miles and ranks as the third largest municipality in the Dallas-Fort Worth Metroplex. The city government has about 3,000 employees across 16 departments located in 75 buildings. With an annual budget of \$400 million, the city's wide scope of services range from economic development and public safety to the housing authority, libraries and workforce services.

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– Darrell Strange, City of Arlington, TX

To fulfill its mission of providing services in a high-quality, cost-effective manner, the City of Arlington focuses on investing in innovative IT solutions and maximizes electronic and technology-based communication tools. It also underscores carefully planned actions and measurable results in delivering excellence in both day-to-day operations and core services.

THE CUSTOMER NEED

Managed print service delivering standardization, modern multifunction printers and cost-efficiencies

The City of Arlington recognized that its printer fleet had to be modernized and streamlined under an integrated, cost-effective plan. As in many large organizations, over the years a picture of confusion had emerged in the city's offices, with no standardization across the board for printers and service providers, leading to difficulty in managing printer costs and productivity. The printer fleet had grown to more than 930 printers and copiers – equivalent to nearly one for every three employees – ranging from individual desk printers to area network devices. Monthly print volume had climbed to 1.2 million pages. In addition, with six printer vendors and the city's various departments independently purchasing toners, the city was contending with disparate printing budgets, rising printing costs and a lack of controls.



Samsung SCX-8040ND

photo: City of Arlington, TX

“We had been looking for ways to better manage the printer fleet,” said Darrell Strange, Knowledge Services Supervisor at the City of Arlington. “The equipment was getting old, and we had an opportunity not only to modernize and streamline the fleet, but also to save on printing costs. We wanted to provide a full range of printing capabilities and services, but make them cost-effective.”

The solution was to develop an innovative print strategy and implement a managed print services program. This involved outsourcing the city's printer fleet management under a consolidated plan with at most two vendors. The IT staff's first step was to work with the City Council in putting an administrative policy in place to utilize area printing as much as possible and lay a foundation for the success of the project.

The project's objectives were to trim the fleet and reduce costs by providing modern multifunction printers with expanded capabilities. The new printer fleet would also enable tracking and transparency in reporting printing volume and costs. Standard requirements for the fleet included black-and-white printing, duplex printing and security features.

THE SAMSUNG SOLUTION

High-performance multifunction printers delivering seamless network integration and customization

Working with ImageNet Consulting to design and implement a managed print services program, the city began evaluating printer manufacturers based on cost-effectiveness and reliability. It selected Samsung to provide the multifunction printers (MFPs) for the new fleet, ahead of numerous other options. “We looked for the company that could provide the most features, cost-effectiveness and service solutions to implement the managed print services program,” explained Wayne Carlson, project manager at ImageNet Consulting. “In addition, Samsung’s willingness to work with us to simplify steps and to modify the firmware to meet our working environment was important to the successful implementation of the program.”

Another deciding factor was Samsung’s XOA (eXtensible Open Architecture) platform, which allows organizations to integrate third-party software solutions for document management, secure printing and cost-tracking with the multifunction printers. Additionally, the City of Arlington’s managed print service utilized PrintFleet™, a print management system which Samsung had partnered with for its PrintIQ™ program.

The city’s new fleet of MFPs features a mix of full-size models from Samsung’s MultiXpress line accommodating media sizes up to 12 by 18 inches, as well as compact, efficient letter/legal-size devices. The fleet was optimized to provide access to print, scan, copy, fax and document management solutions, while ensuring quick, high-quality output with seamless network integration.

Designed for usability, maximum productivity and speedy, seamless network installation and customization, the full-size MultiXpress models such as the CLX-9350ND color MFP and the SCX-8040ND monochrome MFP provide workhorse performance with a 150,000 page monthly duty cycle. They also feature powerful built-in security features such as print job password authentication and email encryption. Users can increase print quality results directly from a bright, 8.9-inch, color LCD touch panel. The models also cut time spent at the printer, with the CLX-9350ND printing at 35 max pages per minute and the SCX-8040ND at 40 max pages per minute. In addition, they enable duplex printing contributing to cost-savings in paper and toner.

For desktop use, the Samsung CLX-5935NX black and white laser MFP provides high performance in a compact package. The CLX-5935NX has a maximum delivery output of 80,000 sheets a month, and tackles high-volume printing and image-heavy documents at lower cost per printout compared with other models in the market.

Quick Profile: SAMSUNG MULTIFUNCTION PRINTERS

As used by the City of Arlington

CLX-9350ND FULL-SIZE COLOR LASER MFP/COPIER



- 35 ppm color copy, print, scan and fax with 8.9-inch color touch screen
- 150,000 pages monthly duty cycle
- Fully featured color MFP for media up to 12 x 18 inches
- Built-in Secure Network and Secure Management
- Eco-button converting printouts to 2–4 pages per sheet and enabling duplex printing

SCX-8040ND FULL-SIZE MONOCHROME MFP/COPIER



- 40 ppm copy, print, scan and fax with 8.9-inch color touch screen
- 150,000 pages monthly duty cycle
- Built-in Secure Network and Secure Management
- Fully featured monochrome MFP for media up to 12 x 18 inches
- Eco-button converting printouts to 2–4 pages per sheet and enabling duplex printing

SCX-5935NX LETTER/LEGAL MONOCHROME LASER MFP



- 35 ppm print, copy, scan, fax and PC fax with built-in duplexing
- 80,000 pages monthly duty cycle
- 7-inch color touch screen
- Single cartridge
- ENERGY STAR compliant



Samsung SCX-5935NX photo: City of Arlington, TX

THE RESULTS

Streamlined multifunction printer fleet delivers savings and opens opportunities to take documents digital

Less than a year into the implementation of the managed print services project, the city is already reporting significant results from the consolidation of its printer fleet. The city was able to cut the size of its printer fleet by 56 percent and ImageNet estimates a double-digit reduction in annual spending on printing and copying. Efforts to improve the tracking of printer toner costs have also led to a reduction of the number of pages printed a month by 21 percent, with black and white pages now accounting for 85 percent of all printed pages.

The city realized improved efficiency in document management and workflow. The volume tracking and reporting that the managed print services program enabled also led to greater administrative control over processes and costs. The city expects spending on copying and printing to drop in fiscal year 2012 by 21 percent from 2011.

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– Wayne Carlson,
ImageNet Consulting

Employee satisfaction with the managed print services project was important to the success of its implementation. The city conducted five surveys throughout the implementation. In the latest survey, 73 percent of the employees were satisfied or very satisfied with the city’s new fleet of MFPs and printers.

Additionally, the scanning capabilities provided by the Samsung MFPs have also supported the city’s next project to digitize all its paper documents. “The City of Arlington is constantly striving to increase operational efficiency and enhance the service we provide to the public, whether it be through new technology or administrative improvements,” said Strange. “One important project for enhancing city services is the reduction of paper and transition to digital documentation in many workflows. Having scanners in place will give our staff the ability to convert paperwork to digital and advance our move to digital workflows.”

“The project provides some important learnings for local governments and other complex organizations looking to implement a managed print service program,” said Carlson of ImageNet. “As well as selecting the right mix of MFPs and printers, the City of Arlington’s success was driven by establishing a solid print policy implemented across the organization. Communication was also key – between the manufacturer and the VAR in designing customized solutions and resolving problems, between the IT department and the VAR during implementation, and with end-users to ensure they understand the policies and have the right training to make best use of the technology.”

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